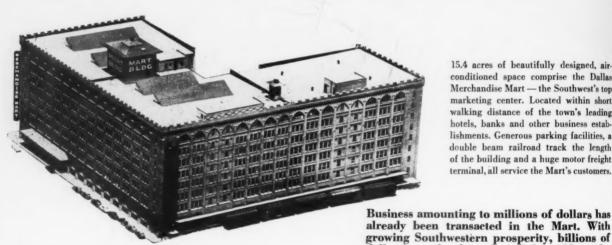


Another FIRST

for the Great Southwest

the fabulous, new

Dallas Merchandise Mart



15.4 acres of beautifully designed, airconditioned space comprise the Dallas Merchandise Mart - the Southwest's top marketing center. Located within short walking distance of the town's leading hotels, banks and other business establishments. Generous parking facilities, a double beam railroad track the length of the building and a huge motor freight terminal, all service the Mart's customers.

dollars' worth of goods will be sold in the future.

...where the Nation's fastest Growing Markets come to buy!

Nowhere is there so thriving a city as Dallas . . . and nowhere can manufacturers and their representatives find so beautiful a setting to permanently display their lines as the Dallas Merchandise Mart. In its strikingly modern surroundings, you can find over one thousand five hundred of the nation's top lines.

These aggressive brands are daily becoming bigger in the lush Southwest buying-area because they're displayed where it's most important . . . in the new and fabulous Dallas Merchandise Mart, the gathering place for the nation's most active buyers.

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Dallas is becoming recognized as the marketing center for the huge, expanding Southwestern market. If you sell in the Southwest, put your name and line out in front of your market! Limited space is still available in the Dallas Mart. Write us for quick details, attention J. B. Ragland, President.



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To market associations and trade show groups who desire to make special showings of their lines and exhibits for even as short a time as a day, the Dallas Merchandise Mart offers unex-celled facilities. You can display your goods and exhibits in some of the dressiest, most beauti-fully designed show-space in the Southwest even though you are not a permanent exhibitor. The Mart offers you convenience, privacy and access to the country's top buyers.

Join the other fine lines now permanently displayed

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24,000 POUNDS OF McAX SIGNS TAKE TO THE AIR

When a large distributing firm with a great number of outlets on the Eastern Seaboard recently changed its brand of gasoline, the major oil company whose product was chosen required a rush order of identification signs. A partial shipment was requested for quick delivery by air freight.

These signs of porcelain enamel, plastic and neon were designed and built in Dallas by McAx and 24,000 pounds of them were shipped without delay via Slick Airways, Inc., to meet the emergency.

This is just one more example of McAx's cooperative service to supply the demand for signs of quality and beauty when and where they are needed — nationally or locally.



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Street Railway

Huey & Philp Company

Wholesale

Dallas Transfer & Term. Whse. Co.

> Warehousing, Transportation, and Distribution

National Bank of Commerce

Banking

The Dorsey Company

> Printers — Lithographers Stationers — Office Furniture

Austin Brothers Steel Co.

Steel for Structures of Every Kind

J. W. Lindsley & Company

Real Estate and Insurance

Briggs-Weaver Machinery Co.

> Industrial Machinery and Supplies

Sparkman-Brand. Inc. Morticians

> Originally, Loudermilk, Broussard and Miller

THE DALLAS BOARD OF FRADE

The most potent factor to secure the advancement and maintain mercial, manufacturing and industrial interests of the City is the Dallas Bo of Trade. Established in the year 1878, when Dallas was yet in its swaddling clothes, the organization grew from year to year, and in 1881 built its own home at a cost of \$60,000.

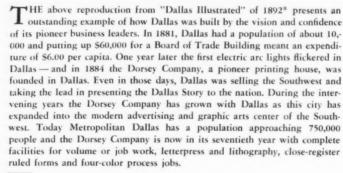
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is discussed at the meetings and referred . to the following committees, who are appointed from the members :

Finance, investment, manufacturing, railroad, building, information, statistics, publication, advertising, municipal, state and national legislation, freights, tariffs, transportation, country roads, waterways, library, market house, insurance, taxation, fire department, water works, memorials, resolutions, reception, Trinity River navigation, business enterprises, etc.

The frequent compilation and distributing of statistical and other valuable information concerning the advantages, oppor-

tunities and general status of trade, traffic, industries and the general welfare of Dallas occupies the constant attention of its Since the fall of 1890 the Board of Trade has maintained in its rooms



*From Files of Dallas Historical Society.



HON, HENRY EXALL, PRESIDENT

Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

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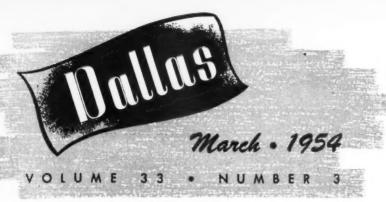
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Stewart Office Supply Compo

Stationers — Office Outfitte

Texas Employe Insurance Ass

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THOMAS J. McHALE . Advertising Manager
L. J. MORIARTY . . . Advertising Associate
DANA WARE . . Editorial Assistant
RITA GOODBERLET . Advertising Assistant

Member, Society of Associated Industrial Editors; International Council of Industrial Editors.

ESTABLISHED IN 1922 BY THE DALLAS CHAMBER OF COMMERCE IN THE INTEREST OF DALLAS AND THE SOUTHWEST, WHICH IS SERVED BY DALLAS

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COMING NEXT MONTH

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Advertising rates on application. Subscription rates, \$5.00 per year. Single capies, 50 cents. Foreign, \$6.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Pest Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallos 2, Texas. Telephone PR-451. DALLAS is sowned and published by the Dallas Chamber of Commerce. Its objective is to assist the Dallas Southwest in achieving a sense of unity and cooperation by presenting articles which may prove interesting and informative to businessmen. Noither DALLAS nor the Dallas Chamber of Commerce stands sponsor for or is committed by the views expressed by authors in these articles.

Your Chamber of Commerce Offers You Many Direct Services

ITS STAFF is prepared to help you in many fields. The following directory is an indication of the services available, and of the proper person to call in each field:

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Finance, investment, manufacturing, railroad, building, information, statistica, publication, advertising, municipal, state and national legislation, freights, tariffs, transportation, country roads, waterways, ibrary, market house, insurance, taxation, for department, water works, memorials, resolutions, reception, Trinity River navi-gation, business enterprises, etc.

The frequent compilation and distribut-ing of statistical and other valuable information concerning the advantages, op tunities and general status of trade, tra-

HON, HENRY EXALL, PRINC

es the constant attention of its dustries and the general welfare of Dallas oc

THE above reproduction from "Dallas Illustrated" of 1892* presents an outstanding example of how Dallas was built by the vision and confidence of its pioneer business leaders. In 1881, Dallas had a population of about 10,-000 and putting up \$60,000 for a Board of Trade Building meant an expenditure of \$6.00 per capita. One year later the first electric arc lights flickered in Dallas - and in 1884 the Dorsey Company, a pioneer printing house, was founded in Dallas. Even in those days, Dallas was selling the Southwest and taking the lead in presenting the Dallas Story to the nation. During the intervening years the Dorsey Company has grown with Dallas as this city has expanded into the modern advertising and graphic arts center of the Southwest. Today Metropolitan Dallas has a population approaching 750,000 people and the Dorsey Company is now in its seventieth year with complete facilities for volume or job work, letterpress and lithography, close-register ruled forms and four-color process jobs.

*From Files of Dallas Historical Society.

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or Alarm, Fire A

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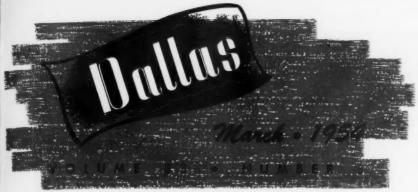
Industrial and Co Leases and

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Food Brokers

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COMING NEXT MONTH

April's DALLAS features one of the city's most significant businesses: insurance. With the home offices of more than 50 companies here, insurance is one of the top employers and top money producers. Look for a special feature on the Metropolitan Opera coming to Dallas.

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Enjoy reasonable bank rates . . . pay your loan back in easy payments adjusted to your ability to repay . . . establish valuable bank credit for yourself . . . and share in the prestige of doing business at First National Bank in Dallas.

Wherever you go . . . folks know the First in Dallas!



NATIONAL BANK IN DALLAS

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



de



The Issue of Tax Policy

A tax battle of considerable proportions is underway on Capitol Hill just now, a battle which is both economic and political. In each respect it represents a severe test for the Eisenhower administration, and its outcome will exert a strong influence not only on the fiscal structure

of the federal government but also on the political fortunes of the two major parties in the forthcoming Congressional elections. Inasmuch as the tax legislation enacted in the first year of the Eisenhower regime was confined to a six-



DALE MILLER

months extension of the excess profits tax, the present struggle constitutes, in its much broader dimensions, the first real challenge which the revenue policies of the Great Crusade have yet been compelled to face.

The bill to reduce most excise taxes — which, at this writing, has been approved by the Ways and Means Committee and is now awaiting action on the House floor — is only the moderate forerunner of the comprehensive tax-revision measure which will soon make its tempestuous appearance on the legislative stage. Even the action taken on excise taxes is unpalatable to the administration, since it went further and cut deeper than the Eisenhower fiscal experts contemplated, but the loss of this skirmish would be of little consequence if it were not for the impending danger of defeat in the major battle ahead.

Tax reduction in an election year is always an appealing political prospect to Congress, and the political appeal is being reinforced this year by the compulsion to stimulate purchasing power in order to counteract the developing economic recession. So there has been virtually no doubt for some time that substantial tax relief would be voted; but the questions are, of course, how much and to whom?

Both the economists and the politicians are divided among themselves; and, while the issues at stake are much too complex to be simply defined, they can be roughly described as centering on a basic question of revenue policy: Should tax relief for the American economy proceed from the top down, or from the bottom up?

One school of economists maintains that tax relief should start at the top of the pyramid and filter down to its base; that relief for business would provide the incentive for expansion and would stimulate employment, thus creating more purchasing power and invigorating the economy generally. The opposing group contends that tax relief should be spread broadly through the base of the economic structure rather than be pointed at the top; that relief for individuals would alone provide the consumer demand which is essential to induce business to produce and expand. Between these two extremes are a multiplicity of views as to fiscal policy, but the extremes themselves are symbolic of the conflict ahead.

It goes without saying how the two major parties have alined themselves politically in this controversy among the economists. The Republicans did not return to power after 20 years of political oblivion without a determination to soften the burdens which business has borne since the heyday of the New Deal; and the Democrats, on the other hand, have no thought of abandoning the political formula employed so successfully during those 20 years of cultivating the many at the expense of the few. The line of demarcation does not run precisely down the middle between the two parties, of course, since various proposals exert different appeals among individual members of Congress; but by and large the Republicans and Democrats have been gravitating toward the opposite schools of thought as to tax incentives for business on the one hand, and tax relief for the individual on the other.

It would be a mistake to assume, how-

ever, that because of these political overtones the forthcoming debate on the tax bill will be merely demagogic. There is economic wisdom and sincerity of pur pose on both sides. For instance, Presi dent Eisenhower, who stays involved in a running battle with the Old Guard elements of his party on other political issues. is espousing much the same incentive-forbusiness philosophy to which the Republicans have historically adhered; while on the other hand Senator Walter George, the distinguished Georgian who has never been accused of consorting with the New Deal factions of his party, has assumed the leadership in the Democratic effort to redraft the tax-revision bill to place the emphasis on relief for the individual. Consequently, whatever demagoguery may window-dress the struggle, the leadership on both sides is respected and responsible.

The battle on the tax bill: Can the G.O.P. resist the drive for increased exemptions?

As the conflict develops during the next few weeks, the Republicans will have an earlier advantage, and the Democrats a later one. Revenue bills are required under the Constitution to originate in the House, and because the Republicans have a tightly disciplined 15-to-10 majority in the Ways and Means Committee the bill as reported will largely reflect the Republican philosophy; but as it runs the legislative gauntlet thereafter it will come under heavy attack, particularly in the Senate where the Democrats are rallying strongly behind Senator George's proposal to increase personal exemptions from \$600 to \$800 this year and to \$1000

Because the two major parties are so evenly divided in Congress, it is difficult to speculate on the ultimate provisions of the tax-revision bill; but it would appear nevertheless that in a crucial election year the Republicans will be unable to resist the Democratic drive for a greater measure of tax relief for individuals. If such is the case, the Republicans must either retreat from some of their own provisions and accept some compromise for a moderate increase in exemptions, or run the risk of a Democratic amendment being added to their own tax reductions, which could create a windfall for taxpayers of such proportions that the President might be unable eventually to sign the bill.



MORE POSTAL BUSINESS ORIGINATES IN DALLAS than in any other city outside the red areas on this map of the United States. The Dallas Post Office ranks fourteenth in the nation in total annual receipts, exceeded only by New York, Chicago, Philadelphia, Washington, Los Angeles, Boston, Detroit, San Francisco, St. Louis, Brooklyn, Kansas City, Cleveland and Minneapolis, in that order. The Post Office Committee of the Dallas Chamber of Commerce emphasized this fact in its successful campaign to have Dallas designated as regional operations headquarters for the Post Office Department in Texas and Louisiana.

Post Office Selects Dallas For Southwestern Headquarters

ONE of the world's biggest businesses—the United States Post Office Department—has chosen Dallas for its Southwestern headquarters.

Later this year, Postmaster General Arthur Summerfield has announced, a regional operations headquarters will be established in Dallas. It will be one of 15 such regional offices in the United States. In charge will be a "regional postmaster general," who will have broad operational authority on all matters affecting the postal estab ishment in Texas and Louisiana. Many of the policy decisions and operational instructions which can now come only from the Postmaster General's office in Washington will be handled by the regional manager in Dallas after the office is established here.

Postmaster General Summerfield's announcement implements one of the recommendations made in 1949 by the HooBy Andrew W. DeShong

MAX CLAMPITT, chairman of the Post Office Committee of the Dallas Chamber of Commerce, led the campaign to secure the regional operations headquarters of the Post Office for Dallas.



ver Commission on reorganization of the executive branch of the federal government. The Hoover Commission had recommended the decentralization program for the Post Office Department and had said that the regional operations head-quarters for Texas and Louisiana should be located in Dallas.

The Dallas Chamber of Commerce made a strong effort to assure location of the regional office in accordance with the Hoover Commission's recommendation. The Post Office Committee of the Chamber, of which Max Clampitt is chairman, directed the preparation of a comprehensive "Memorandum to the Postmaster General," reviewing and bringing up to date the facts which led the Hoover Commission to recommend Dallas for the regional office in its 1949 report. Other members of the committee are Aubrey

Costa, John Higginbotham, Joe A. Lubben, and Morelle Ratcliffe.

The Dallas brief was presented to Postmaster General Summerfield and his staff by Dale Miller; Washington representative of the Dallas Chamber.

Dallas' Congressman J. Frank Wilson and Walter Fleming, Dallas County chairman of the Republican party, were active in support of the Dallas claim.

"On the basis of operating efficiency and convenience, it seems obvious to us, —just as it did to the Hoover Commission—that Dallas is the logical location (for the regional office)," the Chamber's Post Office Committee stated in its memorandum to the Postmaster General.

Chamber President Jerome K. Crossman, transmitting the committee's memorandum, told Postmaster General Summerfield that "we are convinced that progress and growth here in the last five years, coupled with developments within the postal establishment itself, add to the sound reasons which the Hoover Commission task force found for the designation of our city as regional operations head-quarters for the Post Office Department."

Among other significant facts, the committee cited these reasons for the selection of Dallas as the site for the regional office:

The Dallas Post Office alone accounts for about one-fifth of all the postal business in Texas and Louisiana. Dallas is the center of postal business in the region. About 28% of all the post offices in the two states are within 150 miles of Dallas. Nearly two-thirds of the total postal business in Texas and Louisiana is produced in Dallas and the post offices east of Dallas, against one-third to the west of Dallas. No other location could bring the regional management so close to so much of the postal establishment's total business in Texas and Louisiana.

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Postmasters of the region are already accustomed to looking to Dallas as their operating service center. The Dallas Post Office distributes stamps and other operating supplies to the other post offices in Texas and Louisiana. It also serves as the central repair depot for major overhaul and maintenance on postal vehicles and is the repository for and distributor of new vehicles to the other offices.

Other decentralized operations of the Post Office Department are already located in Dallas. These include the Bureau of the Controller's Office, established

here in 1951; the Southwest representative of the Postal Vehicle Service; the international postal money order exchange office and the central depositories for all postal funds in Texas and Louisiana (established in Dallas commercial banks). The Post Office Committee also pointed out that various postal operations, and particularly the Controller's Office, have a close and continuing relationship with the Dallas Federal Reserve Bank.

Private industry, in its decentralization programs, has chosen Dallas as its regional headquarters in a great majority of instances. Likewise, other federal departments—some of which, particularly the Civil Service Commission, have close relationships with the Post Office Department—have chosen Dallas as their regional headquarters.

The Post Office Department's biggest customers in the Southwest are in Dallas. Therefore, the committee reported, the closer coordination between the postal establishment and its largest users—as recommended by the Hoover Commission—would be greatly facilitated by location of the regional operations office in Dallas.

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16,500 Square Feet of Service to Dallas

We note with great interest each month in the pages of "Dallas" the stories about new industries that come here and the expansions of old established Dallas concerns. "Dallas" mirrors, as no other medium can, the steady growth of the Southwest's premier city.

A couple of months ago the architect's drawing of our own new plant expansion, shown above, appeared in "Dallas." The 6,000-square-foot addition has since been completed and we are in the process of adding new equipment and rearranging our plant facilities for more efficient production of the quality printing so many Dallas concerns have come to expect of Haughton Brothers.

The new addition pictured here (half new plant area, and half new office space, which we are now occupying) gives us a total of 16,500 square feet, with 150 feet facing on Commerce Street.

It is our privilege each month to print "Dallas," which you are reading now. But whether your job is "magazine size" or "scratch pad size," we will welcome an opportunity to work with you on your printing requirements. Our entire 16,500 square feet is dedicated to your service.

NOTE: Our private parking lot directly behind the plant, on the corner of Canton and Murray Streets, is available for the convenience of our customers.

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The Facts Answer

What About 1954 in the Southwest?

S this country headed for a "depression" or a "recession"?

Will 1954 bring about a spectacular nose-dive of the business cycle?

Those are the \$64 questions rapidly becoming the "great debate" of 1954 in the Halls of Congress, on the front pages of newspapers, and in ponderous business publications, with its backwash caught up in the blast of microphones heralding advance political skirmishes incident to the off-year elections.

What about the business outlook in the Dallas Southwest? Is this the time for Southwest business executives to cut advertising budgets, pull in their horns and head for the cyclone cellar?

Let's start hunting for this "depression" and/or "recession" right here in Dallas and the Southwest. First let's look at the Dallas skyline. Its multiple rising steel structures surely do not spell depression. Neither does building activity in Greater Dallas. Thirty-seven major projects now going up represent an aggregate investment of \$185,000,000. That's not hay even in this day of the inflated dollar. What about the Texas building outlook? The Texas Contractor forecasts a 1954 total of \$1,179,-271,245 in construction awards as compared with a 1953 total of \$1,180,320,174. That certainly doesn't indicate that building activity is sliding down hill.

Let's look at a few basic business statistics on Metropolitan Dallas. Our estimated population for 1954 is 750,000; an advance from a 725,000 estimate for 1953. That indicates a few more thousand customers. Bank deposits in Greater Dallas are slated to approach the two billion dollar mark. That doesn't look like we are running out of money.

Estimated Dallas retail sales are scheduled to hit \$1,050,000,000 in 1954 as against the flat billion in retail sales registered in 1953, and Dallas' major retailers are putting millions into expansion. Dallas County motor vehicle registrations are expected to jump from the 1953 total of 311,000 to 325,000 in 1954. That doesn't look too bad for the automobile business.

Now let's look at the big bug under the blue chip, unemployment.

The apostles of doom are waving red flags and pointing to national unemployment figures to show a rapid decline in business. Dallas County employment figures for January, 1954, reported by the Texas Employment Commission stand at a total of 311,290, against a comparable figure of 305,655 for January, 1953. This almost doubles Dallas' total employment of 162,000 for January, 1940.

The Dallas Area has a much brighter employment outlook than the rest of the country. The unemployment figure of 9,700 for January, 1954, represents less than 3 per cent of the Dallas labor force, whereas the state average was 4 per cent for both November and December. This present Dallas figure is further minimized when compared with an unemployment figure of 22,375 for the same period in 1940, representing 12 per cent of the labor force, and this was not considered a depression year. Actually this present labor backlog presents a new opportunity for Dallas expansion. For the first time since the war Dallas has a workable surplus of skilled labor. Hitherto Dallas has been classed as a relatively tight labor market.

Getting into the background of basic income in the Southwest, on which our economic life depends, let us take a look at the year-end report of the Federal Reserve Bank in Dallas. First of all this report points out that population growth in the Southwest is progressing at a faster rate than that of the nation. Even more impressive are the figures on personal income which show an increase of 330 per cent from 1940 to 1952-larger than any other section and well above the 237 per cent for the nation. Texas accounts for more than half of the personal income of the

(Continued on Page 14)

OPTIMISTIC EMPLOYMENT OUTLOOK for Dallas and the Southwest is aided by private as well as public agencies. Claude Karr, left, president of Southwest Employment Board, Nestor DuVall, center, secretary-treasurer, and David L. Sacks, past president, look over Governor Allan Shivers' proclamation of Texas Private Employment Service Week this month. Governor Shivers commended the group of Texas private employment agencies for their contributions to stabilizing employment and their service to private industry. Mr. Karr is also president of the Dallas Employment Board. The local board works with the state group to channel qualified personnel to individual firms, to eliminate duplication of effort with personnel departments and give smaller firms the benefit of service

from professional personnel consultants.



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How Well Off Are We? Figures Spell It Out

		Depression 1932-33	Postwar Adjustment 1949	1953	Outlook 1954*
# 17 #	Population (millions)	125.6	148.6	161.2	164
	Gross National Product	\$55.8	\$258.2	\$368	\$355
	Average Unemployment	12.83	3.41	1.58	3
A SA	Per Capita Income	\$360	\$1,255	\$1,553	\$1,500
	Net Farm Income	\$1.72	\$10.18	\$12.5	\$12
	Federal Reserve Index of Industrial Production (1947-49=100)	31	97	134	126
A STATE OF THE PARTY OF THE PAR	Steel Production	14.9	78	112.3	100
	% of capacity	19.5	81	95	83
	Auto Production	1.13	5.12	6.16	5
	Consumers' Price Index	55.3	101.8	115	114
7	Housing Starts (thousands)	93	1,025	1,100	1,000
	Retail Sales	\$24.5	\$130.7	\$171	\$167
	Consumer Savings (billions)	-\$1.4	\$6.7	\$18	\$15

Note: When making comparisons, remember that the dollar in 1932-33 was worth twice what it is today. In terms of 1954 value, for instance, the per capita income in 1932-33 would be \$720, not \$360, still less than half of that today.

*Estimate.

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HOME OF THE FAMOUS BRAZOS CLUB

The Southwest, 1954

(Continued from Page 12)

Southwest and the rate of increase for 1940-52 was above the average for the area.

The largest source of income of the region is trade and service enterprises, followed by government, manufacturing and agriculture. These four sources account for about two-thirds of the total. Income from construction in the Southwest showed the fastest rate of expansion in 1940-52, followed by manufacturing. The rates of income growth from agriculture and property were among the smaller of the principal sources.

Southwestern manufacturing employment is widely distributed among industries. The largest employer is the metals group, with one-sixth of the total manufacturing employment. Employment in aircraft and other transportation equipment has had the largest rate of growth since 1940; the chemical industry is second and the metals group, third. Employment in lumber mills and woodworking plants declined.

Crude oil production in the Southwest has almost doubled since 1940. The region now possesses 73 per cent of the nation's proved oil reserves and 82 per cent of the proved natural gas reserves. Physical vol-



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WM. S. HENSON, incorporated 1725 North St. Paul Street, Dallas, Texas Advertising Printers to Dallas Since 1890 ume of agricultural production of the Southwest has increased at a slower pace than the nation since 1940, but retail sales in the Southwest expanded faster than the nation, reflecting the larger rate of increased income.

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This also points up another significant factor in the Southwest outlook. Tighter national competition may actually spell more progress for this region by accelerating the trend of decentralized distribution. Competition is forcing more and more national firms to serve this market from within. This is cheaper and more efficient than trying to ship direct to customers from distant points in the North and East.

An impartial analysis of the basic figures presented in this issue for Dallas and the Southwest certainly does not point to a depression or a recession, and certainly does not justify any mass movement of executives toward the panic button. That is not to say that the dynamic economy of the Southwest can be completely divorced from the national picture, nor does it mean that Dallas could not ultimately be affected by spreading mass unemployment in the nation's major industrial centers. It does mean, however, that present conditions in the Southwest are certainly healthy and do not have any earmarks of a potential depression.

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DALLAS . MARCH, 1954



New Movie Offered Luncheon Clubs

REQUESTS continue to pour in to the Dallas Chamber of Commerce for use of the film "Hitch Your Wagon," a technicolor movie designed to answer the question "Why is Dallas?"

Service and professional clubs, schools and local television stations have screened the film which was previewed at the Chamber's annual meeting in the Baker Hotel Crystal Ballroom.

The 30-minute reel has been shown at luncheons of such service clubs as Sertoma, Lions, Optimist, Hi-Noon, Exchange, 20-30, Civitan and Kiwanis. Professional groups like the Technical Club, Dallas Advertising League, the Electric Club, the American Society of

Heating and Ventilating Engineers and the Southwestern Association of Savings and Loan Associations have viewed the motion picture at their meetings.

Students at Highland Park High School were assembled in mid-March to see the Dallas story unreeled and all of the Metropolitan Area saw the picture over WFAA-TV late in January and KRLD-TV this month.

The film answers the question "How did Dallas grow into a major city?" with "The people of Dallas made it happen." The movie was produced at the Jamieson Film Company in Dallas by the Dallas Chamber of Commerce.

The story opens in a typical Dallas

office. Joe, a newcomer to Dallas, portrayed by Bob Glenn, has just received an order for his Eastern firm from Grady, a native Dallasite. He asks Grady quite casually how Dallas happened to be such a large city.

The question leads Grady (Neil Fletcher) to expound briefly on the history of Dallas, from the days when Dallas fought to get a wagon road into the city to 1953's fight for air transportation leadership in the Southwest.

Frequent flashbacks to scenes of Dallas in the past, give newcomers to the city an idea of the rapid growth of Dallas and give oldtimers nostalgic memories of other days. The picture gives newcomers and oldtimers alike a sense of pride in what has been accomplished here.

The movie was produced by the Jamieson Film Company of Dallas. Andy De-Shong, Tom McHale and Horace Ainsworth, all staff members of the Cham-

DIRECTORS ANDY DesHONG and Tom McHale talk over the script with Actors Neil Fletcher and Bob Glenn.



of "Hitch Your Wagon."



DALLAS . MARCH, 1954



PRODUCERS Hugh Jamieson and Hugh Jamieson, Jr., "on location" with Directors McHale and DeShong.

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ber, prepared the script and combined their talents in the direction.

Grady gives Lady Luck little credit in making Dallas the metropolis it is today. The people of Dallas made Dallas happen in spite of hardships and heartbreaking setbacks, Grady explains. "We're making them happen today and we'll keep right on making them happen tomorrow," he says.

Grady touches on the city's winning the county seat election in a three-way fight with Cedar Springs and Hord's Ridge, the efforts in bringing the railroads to Dallas, the city's role in aviation production, the landing of the State Fair for Big D and the luring of Southern Methodist University to the Hilltop.

Old films show the first buildings of Dallas, the Texas Centennial, the first structure on the S.M.U. campus, pioneer air flights, the first streetcars, the ground breaking for buildings yet to be completed and the building and expanding of highways and expressways leading into the city.

Lengthy sections of aerial photos in color are spotted in the picture to give viewers an overall idea of the growth of Dallas as the financial, cotton, transportation and oil center of the Southwest.

With a look into the future, Grady explains to Joe that Dallas is far from finished in its well-planned growth. Grady points out that the city is planning for a million people by 1970. He tells of the



SHOOTING BEGINS on the set, a downtown Dallas business office with Actors Fletcher and Glenn facing each other across the desk.

planning the city has done to assure an ample water supply for that city of a million population in working for the early completion of Grapevine Lake, Garza-Little Elm Dam and Lavon Dam.

Recognizing that the city has received bad publicity because of the drouth in recent years, Grady emphasizes that Dallas will have a four-year supply for a million people when present lakes are filled. Yet the city is even now surveying additional supplies of water, the key to any city's growth in the Southwest.

The film is available to all groups and clubs at no charge. Representatives of such organizations should contact Horace Ainsworth, publicity director at the Chamber, at PR-8451 to arrange a showing of "Hitch Your Wagon" for their meetings.

BAKER HOTEL'S CRYSTAL BALLROOM was packed for the surprise premiere of "Hitch Your Wagon" at the Chamber of Commerce annual meeting.





FOREIGN DEPARTMENT MANAGER, Roy Jenkins, center foreground, shows Seymour Carren, Carren's Floraland, and Edwin A. Rice, president of Merchants Factors Corporation of Texas, a book on foreign trade. In the background are Joseph P. Wilbert, president of Central Lumber Company, Dick Garner, with Garner-Johnston Flowers, and Anthony J. Martella, with Universal Engineering Company.

Membership Group Hears Roy Jenkins

VICE chairmen of the eight sections of the Chamber's Membership Committee announced at a regular meeting this month that 98 new members had been enrolled in the Dallas Chamber of Commerce through February.

Jim McBride, with Paul Revere Life Insurance Company, took the first place President's trophy as his group signed 31 new members. Vice Chairman John Smith, with Texas Employment Commission, took the second place trophy by enrolling 29 members, and Vincent Rohloff, with Ryan Consolidated Oil Company, was vice chairman of the third place group, which added 25 members to the roll.

The three top new workers of the membership committee were Jack Hospers, with Chance Vought, who sold 16 memberships in February; Martin Benno, with Mercantile National Bank, signing five new members, and Paul Chitwood, of Ford Motor Company, selling three new memberships.

Committee members heard Mr. Mc-Bride and Joe Mintz, Southwestern Life Insurance Company, give a demonstration of how to, and how not to, sell memberships in the Chamber, then heard Roy Jenkins, manager of the Chamber's Foreign Department, speak on the services rendered by his group.

Introduced by L. Mortimer Buckley, general agent for New England Mutual Life Insurance Company, Mr. Jenkins listed five ways in which the foreign department can be of service to members of the Chamber.

Services outlined were translation and interpretation, tips on foreign trade, information regarding various distribution systems, regulations governing importing and exporting and public relations services.

Mr. Jenkins presented figures showing the potentiality of trade with the Latin American countries available to businessmen and gave insight to Dallas' desirable location for taking advantage of this trade.

On the import side, Mr. Jenkins pointed out that within a 200-mile radius of Dallas there are 5,416,300 persons with an effective buying power of \$6,673,489,000.

As to export, the potentialities are almost unlimited, Mr. Jenkins said.

"These countries right now are in the throes of industrialization," he said.

The foreign department manager called on more and more Chamber members to take advantage of the services offered by his department. The information needed for Dallas men to go into the lucrative foreign trade channels is at hand at the Chamber when it cannot be obtained at any other location in this area, he said. In offering tips to members of the committee on ways of selling memberships to the Chamber, Mr. McBride suggested that each prospect be called on the telephone before making a personal contact.

"Sometimes I can sell a membership on the phone. That saves a lot of my time. At any rate, the telephone call gets me an appointment with the prospect," Mr. McBride said.

Pacific Coast Borax Company, 2006 Bryan; M. L. Phillips, district manager.

Crestpark Apartments, 4242 Loma Alto; Harry M. Wilson, manager.

Dallas Employment Service, 530 Gibraltar Life Building; Dessa W. Turner, owner.

Fred Swartz Wholesale Jewelers, I.C.T. Building; Fred Swartz, owner.

Slayton and Company, 1331 National City Building; Allen B. Rogers, vice president.

Holister Coil Spring Manufacturing Company, P.O. Box 6326; Hugh A. Purnell, Jr., Jack J. VanderWeel, Bruce B. Tilden.

Gulf Industries, P.O. Box 327, Grand Prairie, Texas; W. J. Coliz, owner.

Bledsoe Electric Motor Service, 1118 South Industrial; T. J. Bledsoe, Jr., owner. Texas Wire and Cable Company, 2026 Chestnut; Wm. Kearney, Wm. C. Kearney.

Merchants Factors Corporation of Texas, Oil and Gas Building; Edwin A. Rice, president.

The Conover Company, 1705 East Main, Grand Prairie, Texas; H. A. Conover, owner.

TV Guide, 2719 McKinney; Timothy Carroll, manager.

Carren's Floraland, 3928 Cedar Springs; Seymour Carren, owner.

Hoffman-LaRoche, Inc., 3304 Manor Way; H. G. Ludwig, branch manager, R. C. Keppler, sales manager.

Dallas Packers Supply Company, 2424 Caroline; E. G. Gooden, owner.

B. B. Parker and Son, 6311 Wyche; B. B. Parker, Jr., president; C. J. Parker.

Industrial Scale Service, 209 South Pearl Expressway; E. W. Jensen, owner.

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Crafts and Hobbies, Inc., 2504 Maple; F. M. Dielman, vice president.

Greene Machinery Company, 6300 Wyche; Barney Greene, president.

Conso Tool and Engineering Company, 2135 Farrington; James R. Somers and John C. Connally.

Edwards Employment Service, 218 Oil and Gas Building; Mrs. Louella Edwards, owner.

Stephens Sports Equipment Company, 1706A Commerce; James E. Chase, Jr., manager.



MEMBERSHIP COMMITTEE CHAIRMAN Melvin T. Munn, second from left, gives a pat on the back to this month's President's Trophy winners, John Smith, Jim McBride and Vincent Rohloff.

Falk Fabrics Company, 2912 McKinney; S. J. Falk, owner.

E. D. "Gene" Obst, manager of Ditto, Inc., 141 Payne.

Tom Matthews, attorney, 321 Texas Bank Building.

Airco Supply Company, 301 S. E. 14th, Grand Prairie, Texas; Sam W. Lee, president. **Old Town Corporation,** 1630 North Industrial; A. B. Smith, manager.

California Test Bureau, Inc., 2114 Irving Boulevard; Curtis Hamby, manager.

Jeunesse Cosmetics, Inc., 6408 Gaston; Fred Slade, manager.

Allied Components, 100 Glass; J. Robert Natoli, president.

M. A. Tracy, tax counsel and service, 5738 North Central Expressway.

American Chair Rental Company, 1507 South Central Expressway; Paul Frank Satarino.

Dallas Wholesale Credit Managers Association, 1810 North Industrial; G. E. Lawrence, executive vice president.

Miracle Mile Pharmacy, 4400 Lovers Lane; Fred Barton, owner.

Delta Metals Company, 4501 Harry Hines; Charles D. Schmidt, president.

Texas Wholesale Variety, Inc., 163 Howell; Lloyd Phillips, manager.

Hagedorn's, Inc., 406 North Lamar; Karl W. Hagedorn, president.

Trinity Reserve Life Insurance Company, 2525 McKinney; Paul Adel, manager.

Moore Lynn, county auditor, Records Building.

Carter Minor, architect, 2133 McKinney.

Allis Chalmers Manufacturing Company, 1800 Market; H. L. Reynolds, division manager.

TWO OF THE CHAMBER'S top new membership workers discuss Dallas' \$185,000,000 building activity (February, DALLAS) with Membership Department Manager James L. Cabaniss, center. Jack Haspers, left, Paul Chitwood, right, and Martin Benno, not in the picture, are the new committeemen signing the greatest number of new members last month.





Sports and Vacation Show Set at Fair Park April 23

THE Southwest Sports and Vacation Show, one of the five top shows of its kind in the nation, will open at the Fair Park Automobile Building April 23.

The show, sponsored by the *Dallas Morning News* and Radio and Television Stations WFAA, is the only one of its kind in the Southwest.

More than a half-million persons have attended the shows in its first five years. The record attendance, 150,200, was established in 1953.

Proceeds for the 10-day spectacle go to the Dallas Park Department for use in improving the recreational facilities and zoo, aquarium, museum and other segments of the department.

One of the main attractions is the 90-

THE JUGGLER of the 1954 Sports Show will be Francis Brunn, a former center ring performer with Ringling Brothers Circus.



minute stage and pool show with a dozen varied acts. Other attractions are fishing tackle and angling gear or boats and motors displayed through one-third of the building.

This year, as an added attraction, Dallas' first pigmy hippo will be exhibited. The animal was presented to the Marsalis Park Zoo by the show's sponsors.

Since its first year the Dallas show has led all such expositions in the number of manufacturers showing fishing tackle. Sixty to seventy exhibitors have been present each year.

The stage-pool performance, which is presented twice daily, will feature Francis Brunn, juggler hailed by many newspapers and trade publications as the world's greatest, and Hubert Castle's slack wire drunk act.

Both Mr. Brunn and Mr. Castle are former Ringling Brothers Circus center ring performers. Mr. Castle is a native Dallasite.

"Marquis and Family," a performing chimpanzee act will join Sonny Moore's Roustabouts and the log-rolling monkey in the animal act category. Mr. Moore's group includes a dozen performing dogs, while "Marquis and Family" consists of four chimps. The monkey is the only one in the country performing on logs.

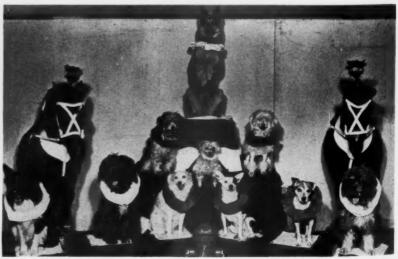
Other headliners will be Archie Lobdell, precision axe thrower, log rollers and canoe tilters, a tub race and a deep sea fishing show with swimmers acting as "bait." The show is rounded out by a trick casting exhibition.

Billy Mayo's orchestra will provide musical accompaniment for the stage and pool performers. Martin P. Kelly will again act as managing director of the sports show.

Mr. Kelly expects the 1954 show to outdo, in every respect, any of its predecessors. He said he has been trying to sign Brunn's and Castle's acts for several years, but prior commitments prevented landing the two circus acts.

Another new act to the local show is "The Three Shyrootos," a trio of bicycle and unicycle riders who have played the Folies Bergere in Paris and the Palace in New York. The performers give dance routines on wheels, Mr. Kelly said.

MOORE'S ROUSTABOUTS may be the most clever animal act presented in the Sports Show's six year history. Sonny Moore has a dozen dags in the act.





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Proposed Coliseum-Armory for Fair Park

A \$4,200,000 coliseum-armory-civil defense center building at Fair Park has been proposed to the City Council by John W. Carpenter, chairman of the State Fair of Texas livestock coliseum committee. The dome-shaped building would serve as a livestock coliseum, with permanent space for a National Guard and Reserve forces armory and civil defense center. In addition, it could house events requiring large arena space, such as athletic events, horse shows, exhibit displays, tournaments, rodeos, concerts and industrial shows. Members of the State Fair board, the Dallas Chamber of Commerce, the Dallas Park Board and various military agencies met in October with Assistant Secretary of Defense F. L. Floete to discuss federal participation in financing the structure, Mr. Carpenter revealed. The architect's sketch above was prepared by Architects Fooshee and Cheek.

Southwest Airmotive Using New Addition

Southwest Airmotive Company at Love Field has launched full scale production in a new 35,000-square-foot addition to its engine overhaul plant and made lease arrangements for a fifth engine test cell from Braniff International Airways.

With the completion of the engine shop addition, doubling the department's floor space, Southwest Airmotive now utilizes about 225,000 square feet in the six Love Field buildings.

The firm also makes use of a 30-acre concrete apron from which it pumped 3,500,000 gallons of gasoline, acknowledged by the petroleum industry to be the highest volume pumped by comparable operators in the land.

The new engine shop unit, part of a \$250,000 expansion program, permits a straight-line production flow.

A former Department of State attorney with an 18-year background in interstate and international law, IRVIN LECH-LITER, has been named legal counsel for

and international law, IRVIN LECH-LITER, has been named legal counsel for Braniff International Airways. Mr. Lechliter will join the airline's legal staff in Dallas and will be especially assigned to the firm's Latin American routes.

Commercial Art Firm Emphasizes Cartoons

Clyde Shelley, proprietor of the cartooning and commercial art firm of that name, is a Navy veteran who has drawn or originated many cartoon characters.

Before joining the Navy in World War II, Mr. Shelley spent two years in Dallas in the commercial art field. He located in New York after the war — where he drew Oakie Oakite, cartoon character for Oakite Products, Inc., and Reddy Kilowatt, cartoon character adopted by the electric power industry.

The Navy veteran drew about 80 cartoon strips for an advertising syndicate, and created television cartoon characters for the Auto-Lite commercials and for Barney's Clothes.

His one-panel gag cartoons have sold to King Features Syndicate, American Magazine, Blue Book and other publications.

His commercial art and cartooning firm is now open in 803 Texas Bank Building. Mr. Shelley has been free-lancing in Dallas for about a year.

*

W. E. (ANDY) ANDERHUB is now associated with the Deacon Head Realty firm, 273 Casa Linda Plaza.

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DALLAS . MARCH, 1954

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COMMITTEE MEETINGS give time for detailed study of every aspect of Dallas' community development. Here the chairman of the Membership Committee, Melvin Munn, standing at right, confers with his vice chairmen, left to right, Leonard Hamzy, E. J. Marston, John S. Smith, Jim McBride, Jim Randolph and Vincent Rohloff. Absent were Howell Watson and Joe Golman.

New Committees Name 450 Members

DIRECTORS of the Dallas Chamber of Commerce have appointed some 450 citizens to 34 standing committees to direct the Chamber's program in 1954.

Appointments were made by Jerome K. Crossman, president, and ratified by the Board of Directors.

The 1954 committees will devote special efforts to carry out the Chamber's broad overall program of metropolitan area development.

"The Dallas Chamber is just as keenly interested in the development of the towns of the area as we are of Dallas proper," Mr. Crossman said.

"Our thinking covers the whole area. As an example, our Highway Committee is composed of representatives of all sections of Dallas County. Inter-lacing highways, adequate water supplies, health and sanitation, law enforcement and crime prevention—to coordinate interest in these and many, many other facets in the entire metropolitan area—are our daily concerns.

"Good horse sense bids us recognize that the proper growth and development of the entire Dallas regional area is important and vital to all of us.

"To be a citizen in the truest sense en-

visages, amongst a great many other factors, the acceptance of responsibility in the community, the state and in the nation — to have a social conscience, if you please.

"Every man who has accepted a committee appointment has shown his willingness to work for the development of his city.

"It is our hope and prayer that every businessman will join with us in demonstrating his desire to serve," Mr. Crossman commented.

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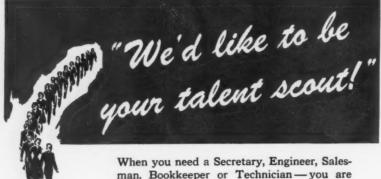
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DECEMBER 31, 1953

ASSETS

Cash in Banks			\$ 1,154,938.04
U. S. Government Bonds			 5,795,331.18
State, County and Municipal Bond			
Miscellaneous Bonds			 153,446.29
Stocks			
Site for Company's Office Buildin			
Agents' Balances Receivable			 1,992,258.26
Premium Notes Receivable			 586,752.05
Accrued Interest			
All Other Admitted Assets			 126,112.74
Total Admitted Assets	, ,		 \$25,497,142.39

LIABILITIES

1,547,439.00
3,776,164.58
10,862,701.62
1,155,146.86
211,470.49
1,000,000.00
68,299.84
1,250,000.00
5,625,920.00
25,497,142.39

POLICYHOLDERS' SURPLUS

(Capital, Surplus and Contingency Reserve)

December 31, 1953 . \$7,875,920.00 December 31, 1952 . \$6,985,805.28

The Capital of the Company was increased to \$1,500,000.00 by the transfer of \$230,000.00 from surplus as a result of a 20% stock dividend approved by stockholders on February 5, 1924.

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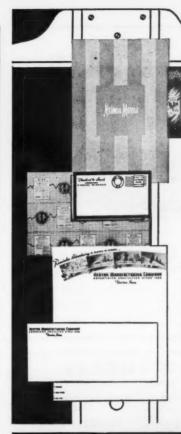
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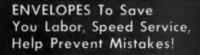
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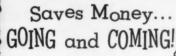
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SERVING DALLAS SINCE 1893

SPARKMAN~BRAND. INC.

MORTICIANS

2115 Ross Avenue



STerling 2187

Dallas First in National

By Tom McHale

DALLAS is the first chamber of commerce magazine in the nation to give definite impetus to a campaign initiated by leading groups in organized advertising to combat economic pessimism and sell the future of America.

This issue of DALLAS presents a comprehensive picture of the economic background of Dallas, the Southwest and the nation. It also points up the opportunities that lie ahead for executives who correctly analyze their markets and make full use of the modern tools of advertising and selling.

As the advertising and graphic arts center of the Southwest, it is natural that Dallas lead in presenting a picture on this dynamic region. Even before the days of professional advertising men, Dallas business leaders started selling Texas and the Southwest when they organized the Dallas Advertising League in 1908.

Since that time Dallas has become the largest center of advertising agency operations in the Southwest. It is recognized throughout the South for its leadership in the field of typography and the graphic arts. Its newspapers, radio and television stations, art studios, engravers, photographers, sign plants, film production studios, direct mail firms, display builders and all the creative and technical talent in its retail stores and fashion market combine to give Dallas the widest range of technical know-how, creative ability and physical plants for modern advertising in the Southwest.

This campaign is based on comprehensive research and stepped-up selling effort. It was originally suggested early this year by William C. McKeehan, Jr., chairman of the Joint Committee of the Association of National Advertisers and the American Association of Advertising Agencies at the Tenth Annual White House Conference of the Advertising Council's Business and Industry Associates.

"Pessimistic forecasts are getting all the play in publications and broadcasts," said Mr. McKeehan, "totally obscuring the fact that 1954 is expected to be the second most prosperous year in the nation's history.

"America needs to be told the positive story of the progress that has been made since 1940, the rate at which markets are expanding and the needs that still exist for further investment and production," he said. "Otherwise there is danger that the superficial pessimistic impressions will cause a psychological recession unjustified in economic terms."

ard of living and greater life expectancy, high employment and high wages, educational and cultural progress, technological advancement and ever-increasing farm mechanization. He also cited needs which can be read as future job opportunities as well as present deficiencies: more and better highways and schools, increases



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The Future of

THE FUTURE OF AMERICA

A Presentation by the Joint Committee of the Association of National Advertisers and American Association of Advertising Agencies

Association of National Advertisers, Inc., 285 Madison Avenue, New York 17, N. Y. American Association of Advertising Agencies, Inc., 420 Lexington Avenue, New York 17, N. Y.

FOREWORD

Why this booklet and the sound slide film—
"The Future of America"—were produced

The purpose of the sound slide film and this booklet—"The Future of America"—is to help individual citizens, individual companies and interested organizations play a part in evaluating the future of America and in helping to create greater opportunities for all.

Predicated on the belief that when the American people are told the facts they will respond in a positive, dynamic way, the Joint Committee of the Association of National Advertisers and the American Association of Advertising Agencies has sought—in this film and booklet—to give expression to the many positive facts concerning the changes and needs now influencing the American scene.

These compelling facts, the Committee believes, if understood and acted on, can point to new and great opportunities for every industry and every person willing to use enterprise and imagination.

This film and booklet—"The Future of America"—are, therefore, aimed at achieving a better tomorrow through a better understanding of the facts of today . . . "The Future of America" is offered as an aid in having these facts understood and thereby accomplishing a more positive attitude about our future.

N. Y.

The A. N. A. and A. A. A. A. Joint Committee

What it is and what it has done

The Joint Committee of A.N.A. and A.A.A.A.—the sponsor of "The Future of America"—was formed in 1947 in the conviction that the strength and opportunities in individual enterprise needed to be better understood and acted on if continuing dynamic growth of our economy was to be assured.

To this end—and believing that the resources of advertising could be employed to meet this need—the Joint Committee organized and implemented its program to develop better understanding of our economic system. Out of this program came such developments as 1) The sound slide film, "This Is Our Problem," for use by companies and interested organizations, which inspired thousands of individual company programs designed to create a better understanding of the workings of our economic system; 2) The Advertising Council's Economic System Campaign and accompanying "Miracle of America" booklet, both of which were designed to convey to the American public the need for greater productivity; 3) Freedoms Foundation at Valley Forge.

The Joint Committee's original program helped meet a major national need through the application of advertising's skill and power to communicate ideas. Now, once again, the Committee believes that a marshalling of the facts as represented in "The Future of America" will help overcome a current problem of pressing importance.

People Everywhere Are Asking Questions

As we look in on the America of today, and the years to come, we see conflicting opinions about our future. On the one hand, prosperity and plenty. On the other hand, doubt . . . apprehension . . . even fear. For instance:

Businessmen



want to know about the health of the economy.

Wage earners

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ask about their jobs and wages.

Farmers



question their future.

Women



generally want to know what they and their families can look forward to.

Young people

are concerned about their opportunities.

Yes, let's face it. People everywhere, businessmen, wage earners, farmers, housewives, young people, do have a lot of questions and even doubts in their minds. They're concerned about personal security, living costs, the future of their work. Now why? ... Is it lack of information?

Why This Booklet was Prepared

Yes, we believe it is lack of information. Lack of information about what's really happening in this country . . . the great changes that are taking place . . . the great potentials that are developing. Lack of appreciation of the powerful dynamics in our economy that made us strong, and which will keep us strong. Lack of understanding of our unlimited power as a people, which put us where we are today, and which can take us where we want to go tomorrow.

Sensing this need several months ago, the Joint Committee did a research job, got the facts about what is happening in this country today. We went to the best sources for factual information, including the U.S. Department of Commerce, U.S. Department of Agriculture, U.S. Department of Labor and many other Government and impartial sources.

This booklet is based on this research. It is based on facts. It is presented to help build a better understanding of where we are . . . and of where we can go from here! To build greater faith . . . greater hope . . . greater confidence . . . because the facts justify this faith, hope and confidence.

So here in the U.S.A., one member of the family of nations in the free world, we ask the question . . . "What are the positives as we look ahead?

"What is the size, what is the character of our opportunities, now... and in the period ahead?"

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Most American sociologists, economists, statisticians and scientists agree that the inherent dynamics of our American economy under our free enterprise system—the forces and influences that have been generating and building up over the last half century—add up to one important overall fact.

Ahead of us can—and we repeat, can lie an unprecedented period of growth and opportunity—a period in which there can be a higher personal standard of living for every person in this country—assuming, of course, that we will not be involved in a major war.

Unfortunately, too many of us do not appreciate this situation. Too often we take a dim, short-time view of conditions, a view based upon local, and usually limited experience. Too often we emphasize the negatives, forget the positives.

As we fully grasp the changes, the developments that are taking shape right now in America . . . there comes a vastly changed concept of our own personal opportunity. Even a temporary recession or a period of adjustment need only be a detour to better days ahead, to new and higher plateaus, as the curve starts up again. Even more important, increased knowledge of America's real potential can go far to meet doubt and pessimism. There is every advantage therefore in having all of us Understand the Facts. So what are the facts?

The facts are that a great opportunity exists today, now, at this moment... and it takes two forms.

First ... A great variety of changes are taking place in the United States today ... and at a faster rate than ever before in our history and, second, today we face certain basic needs which can greatly expand our economy.

These two facts together... the changes taking place and the needs before us can result in a substantial, long-time upgrading of everybody's standard of living. Now... just what are these changes and needs? First the changes...

The *changes* in America

Change number one . . . our population is increasing at an astounding pace.



Total births in 1953 . . . approximately four million, was the highest annual figure ever recorded. By 1960 our population will be close to 180 million. Every day nearly 11,000 babies are born. Each month we add to our population more than a Birmingham, Alabama; a St. Paul, Minnesota; or a Toledo, Ohio.

Change number two . . . We have more new families.

Of the estimated 37 million married couples today, over half were married within the last thirteen years. More of our adult population are married than ever before, and they marry younger.

Change number three . . . We're raising bigger families.

Not only are more people getting married, they've been having more children. In 1953, births of second children were 91% greater than in 1940; births of third children 86% greater; fourth children, 61% greater; and fifth children more than 15% greater.

Change number four . . . our people are living longer.



By 1960 our population over 65 years old will number fifteen and a half million people. That's a million more than the entire population of Canada. Today, older people are more active, travel more, and have more money to spend.



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Change number five . . . more jobs.

Total employment, including agriculture, in September 1953, was over 62,000,000. This was better than 17,000,000 higher than the 1939 average of approximately 45,000,000.

Change number six . . . We've been earning more money.

Nine times more Americans were in the \$5,000-plus income bracket in 1952 than in 1941. Many more had moved up to the \$3,000-plus bracket. In 1941, the average middle income family earned \$1,460. In 1952 this figure had climbed to \$3,981. Discretionary spending power of our people is now over five times as great as in 1940, and even after discounting for inflation, it will buy more than twice as much as in 1940.

Change number seven . . . Our farms have become mechanized, have better methods and are far more efficient.

Although our population has had a net shift of almost six million away from the farms since 1940, we have at the same time increased our farm



production to higher levels than ever before. These changes since 1940 have resulted in a 52% increase of farm output per man hour, and has resulted in higher living standards for both those who live on farms and city dwellers.



Change number eight . . . We have more high school graduates, 80% more in our adult population than in 1940.

Our 1953 school enrollment totaled 32,796,000, including 7,266,000 in high school.

Change number nine . . . We have more students in college.

Education has become a much more important factor in the competition for good jobs and advancement. Although the peak college registration was reached under the G. I. Bill of Rights, today's enrollment of 2,377,000 represents an increase of 55% over 1940.

Change number ten . . . Our people are saving more and borrowing more.

Individual savings rose from \$68.5 billion in 1940 to \$250 billion in 1953. Consumer debt in 1940 was \$33.6 billion, nearly one half of savings. In 1953 it was \$88.8 billions, only about a third of savings. The ownership of life insurance rose from \$115 billion to \$304 billion in 1953.

Change number eleven . . . America is going suburban.

From farm and city both, we're moving to the suburbs at an unprecedented rate. Our cities are growing and spreading so rapidly that in the twelve



largest metropolitan areas 72% of their growth between 1940 and 1950 was in the suburban areas.

Change number twelve . . . We're making great technological progress.

Only five percent of the work done in the United States today is manual; 95% is done by machinery and power. There is more power under



the hood of a car today than was found in the average factory of 1890.

Change number thirteen . . . We're eating better, eating better food; and our diets are better balanced.



Since the end of the war, food has become a sixty-billion-dollar market. We're drinking 18% more milk and cream per person... Eating 33% more eggs...5% more meat, fish and poultry, per person, than before the war. In the same period, our consumption of frozen fruits,

juices and vegetables has gone up better than 2000%.

Change number fourteen . . . We have more leisure time, and more time to travel.

More than half of our families take annual trips which average 10 days away from home. Last year a million of us went abroad, not including servicemen. Approximately forty million of us get paid vacations.



And we're using our increased leisure time in many constructive ways. Some 11 million of us have our own home workshops. In 1950 we spent 96% more for books than in 1940; 140% more for sports equipment and toys; 129% more for flowers and seeds; and 263%

more for radios, musical instruments, phonographs, and TV sets.

Change number fifteen . . . Our horizons have broadened.

We are becoming a better informed, better integrated people through the use of mass communication techniques. Compared with ten years ago, we're spending 76%



more for newspapers and magazines. By the end of 1953, about 27 million homes had television sets.

Change number sixteen . . . We are experiencing important cultural progress.

In 1952 we published 11,000 different books. In 1950 we spent 85% more for legitimate theatre and opera than in 1940. In the last twenty-five years, the number of our museums has increased from 600 to roughly 2,500. Last year we bought sixty million dollars worth of classical records. Three times as many concerts are given in the United States as in all the rest of the world combined.

Change number seventeen . . . We are in the midst of a great renewal of religious interest.

Since 1940, our membership in religious congregations has increased at twice the rate of our population growth. We've added 22 million new church members, 40,000 active clergymen, thousands of new places of



worship. We published more bibles between 1940 and 1950 than in the previous forty years. We also developed vast new audiences for radio and television religious programs. Our material progress achieves still greater significance in relation to this renewal of spiritual interest.

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Besides all of these basic changes in America, we have entered the Atomic Age, an era of new understanding of the physical substances which compose our universe. The changes which this tremendous fact will bring about defy prediction.

... And we have said nothing about the miracles of the New Era of Speed ... symbolized by jet propelled aircraft ... faster than sound flying ...

... The New Era of Medicine, with its new techniques of surgery, new advances in biochemistry and internal medicines, and the new drugs, such as the antibiotics.

... The New Era of Electronics, with our guided missiles, radar, calculators, and electronic brains. The list of these accomplishments could go on and on. Some of the new developments are so fantastic as to seem almost unreal, even though they're happening right before our very eyes.

Changes Result in needs

Changing? Yes, America is changing, and fast! Nobody can dispute it. These are not whims or fancies or predictions. These are facts... actual events taking place right now... so clearly and so unbelievably that we can scarcely appreciate their implications.

But these changes do have implications . . . they result in needs . . . They grow larger, more compelling, every day. Let's look at some of the most pressing needs which confront our economy.



Need number one . . .
The school facilities
in this country ought to be
almost doubled within
the next few years.

We have almost 70% more children under five years of age today than we did in 1940.

Need number two . . . More highways, better highways.

In fact, we should completely remodel our entire highway system within the next few years. Today's roads are carrying almost 55 million vehicles, 72% more than in 1940. The pressure for action to relieve this congestion has become intense, and can be remedied only by new construction and drastic rebuilding of existing roads, streets, and parking facilities.



Need number three . . . We should remodel or replace the great majority of our dwellings.

67% of our homes are now over twenty years old; 50% of our homes are over thirty years old. Since 1950, we have built *three* million new homes, but our population has increased over 9 million. This has forced wide-scale rebuilding or remodeling of existing homes.

Need number four . . . Rebuilding our cities.

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Entire sections of our cities need modernizing. For example ... some authorities say that slums are the cities' number one problem. Some cities have already taken positive steps toward large scale renovation.



Need number five . . . We need to expand our entire voluntary hospital system.

The increase in civilian hospital beds has fallen steadily behind our growth in population. There are still millions of people in more than 40 states without adequate hospital facilities. We need more doctors and nurses to handle this increased patient load. Also, our whole concept of the role of hospital care has changed. We used to go to the hospital "to die." Today we use our hospitals primarily "to live," to prolong *life*.

Need number six . . . To modernize industry.

Because of new industrial needs and developments, we face a continuous need for plant modernization, and for the replacement of industrial equip-

ment which has become obsolete, outmoded, or inadequate. Here are industry's own facts and figures on some of its machine replacement needs . . . Grinding and finishing equipment, 23%. Production welding, 25%. Metal forming, 28%. Materials handling, 28%. Machining equipment, 30%.



What Do these Needs Add up to

To meet just these obvious needs briefly outlined here, requires over 500 billion dollars worth of goods and services at today's prices. This is how it breaks down.

Schools and hospitals . . . \$40 billion.

Highways ... \$60 billion.

Housing ... \$100 billion.

Durable equipment and non-residential construction . . . \$300 billion.

Add them up, and we get 500 billion dollars in these fields alone, which do not include many other major fields such as electric power, farm equipment and many others.

And there is further evidence of the way in which the changes we have talked about will create needs. For instance, U. S. output of goods and services in 1953 was approximately 348 billion dollars. Leading economists estimate that by 1960, this figure will rise to at least 416 billion dollars, in terms of present prices. This is a conservative figure; many economists predict a figure as high as 550 billion dollars. And for further documented evidence of our future needs . . . let's take a look at the government report, "Resources For Freedom," prepared by the President's Materials Policy Commission and issued in June of 1952.

This report tells us that there will be impressive increases in American consumption of raw materials. We'll use 53% more of all raw materials. The report also spells out the detailed percentages of other raw material increases. For instance: Agricultural materials, 39%. Forest products, 17%. Iron and Ferro-alloys, 75%. Cobalt, 344%. Chromium, 100%. Copper, 43%. Lead, 53%. Magnesium, 1845%. Bauxite, from which aluminum is obtained, 291%. Titanium and Cadmium, 324%. Coal, 54%. Petroleum and natural gasoline, 109%. Natural gas, 142%. And phosphate rock and potash, 150%.

What this Story Means to Americans

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These sweeping changes, these tremendous needs, these vast potentials of the future, add up to greater opportunities for practically every industry and practically every person in America today.

The big question is... can these opportunities be made clear and convincing in view of our tendency to underestimate our potentials—to misjudge our own strength?

For example, fifty years ago some leading financiers warned us that our 1904 automobile production of 23,000 vehicles was a serious case of over production. And in 1908, a year in which the industry produced 65,000 vehicles, an investment house refused to finance the merger of two famous car companies, because they thought the automotive market had been saturated. It would be interesting to have the comments of these prophets of little faith during the *single month* of 1953 in which we turned out more than ten times as many cars as in the entire "saturated" market of 1908.

Knowing today's facts each one of us can raise his sights. We can brighten our perspective, gauge the miracles of the future by the accomplishments of the past.

This story needs to be communicated to all of our people. It is real, for it deals with facts. It is challenging, for it contains hope and faith. It is positive, in the face of negative thinking. It is exciting for it tells of our future.

In the facts that have been presented lie the answers to questions in many people's minds.

- ... To the businessman, with his need for long range planning ...
- . . . To the wage earner, because greater demand means more volume and higher wages . . .
- ... To the farmer, because new markets and more business mean more prosperity ...

... To the housewife, because this story brings new promise and new opportunities for her, and her family ...

... And to the young people, because these are the great opportunities and frontiers which still exist in America.

This modern miracle is happening right here and now. We must not fail to see it, and to evaluate it properly. The most conservative estimates of America's needs and changes, both immediate and long range, must lead us to one major conclusion . . .

It is this:

Before us lies a new type of opportunity for every industry and every person willing to use his enterprise and imagination. The problem is to make more people aware of this, and more convinced of our great destiny...

Now is the time for dynamic action—the time to use our initiative. By taking advantage of our opportunities we can *all* move ahead with confidence.

SOURCES

U.S. Department of Commerce

Bureau of Census

Current Population Reports

Revision of Farm Population

Figures-March, 1953

Bureau of Domestic Commerce

American Medical Association Journal-Hospital Number

1953 Yearbook of American Churches

U. S. Department of Agriculture
Bureau of Agricultural Economics
The Agricultural Situation—January, 1953

U. S. Department of Labor

Bureau of Labor Statistics

U.S. Office of Education

Federal Security Agency

Federal Reserve Board

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WARD B. STEVENSON, Vice-Chairman Director of Public Relations Pillsbury Mills, Inc.

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President

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F. J. SOLON Vice-President Owens-Illinois Glass Company Toledo

PAUL B. WEST
President
Association of National Advertisers
New York

PETER W. ALLPORT, Secretary Secretary Association of National Advertisers New York

This booklet has been prepared as a public service by

TIME - The Weekly Newsmagazine

9 Rockefeller Plaza, New York 20, New York.

paign To Step-Up Selling

in the output of electrical energy, rebuilding and remodeling many dwellings and buildings, expansion of the voluntary hospital system and modernization of industry.

Anticipating the need for basic economic facts and a selling plan, the Joint Committee of the A.N.A. and the A.A.A.A. already had an extensive research project underway and marshalled its resources to present the story of "The Future of America" in graphic form. The response to this idea in the Southwest was immediate and enthusiastic, because this area has experienced a far greater development since 1940 than the national

average and its dynamic economy has presented none of the earmarks of a depression. Yet, even in the Southwest some businessmen are being adversely influenced by the prophets of doom who are crying depression for political or selfish reasons.

DALLAS immediately made arrangements through national contacts to utilize the research and selling material produced by the top advertising talent in America. Then the research department of the Dallas Chamber of Commerce produced the basic economic picture on Dallas and the Southwest, all of which are presented in this issue.

Following this, the Southwest Tenth District of the Advertising Federation of America, meeting in Fort Worth on March 13, presented the first showing in the Southwest of the film, "The Future of America." As a result of this meeting which brought together leading advertising executives from all the major cities of the Southwest, other cities in the region are following the lead of Dallas in spearheading this positive program for disseminating economic facts and combating economic pessimism through organized action.

The objective of the national groups, the Dallas Advertising League and other advertising clubs in the Southwest, is to bring this material to the attention of leaders in banking, industry, finance, distribution and other organized groups and tell the real story of America and the Southwest. The natural corollary of this will be intensified selling efforts based on market potentials. The effectiveness of this approach has already been proved by a number of national organizations who have used the same technique to set new sales records while competitors were slowing down in sales efforts because of depression thinking.

This constructive effort is definitely a part of DALLAS' tradition in selling Dallas and the Southwest. Since 1922 this publication has been selling Dallas and its trade area.

In the late twenties and early thirties when other cities considered advertising and promotion to be hopeless, the Dallas Chamber of Commerce raised substantial funds and followed through on an "Industrial Dallas" advertising campaign that attracted national attention and produced results for many years after.

This inserted booklet describes

a new

FILM

"The Future of America"

AVAILABLE

to Clubs, Organizations and Business Groups

For Information Write or Call

> John Briggs, President Dallas Advertising League Southland Life Building Phone: Riverside 1321

Tom McHale, Secretary
Tenth District Southwest
Advertising Federation of America
Dallas Chamber of Commerce
Phone: PRospect 8451

Ira DeJernett
American Association of
Advertising Agencies
Employers Insurance Building
Phone: PRospect 6389

You are invited to see this film at the Dallas Ad League Meeting, Tuesday noon, April 13, Hotel Adolphus.

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Southland Life Insurance Company closed the year 1953 with over \$800,000,000 of insurance in force, making it one of the largest companies in the Nation.

As of December 31, 1953, Southland Life had assets of more than \$160,000,000 which were invested in mortgage loans on homes, farms and industry, and in stocks, bonds and other high grade securities.

Southland Life has made greater progress during 1953 than in any other period in its history, and can truly...

FACE THE FUTURE WITH CONFIDENCE

When you invest your premium dollars with Southland Life, you are investing in the future of your community, your state and your country... and your own and your family's future security and income. Policyholders of Southland Life can Face the Future with Confidence.

Get acquainted with your local Southland Life Representative.

He is carefully selected and trained to help you provide
for your future and the future of your family and business.

A detailed report, showing financial statement and distribution
of invested funds is being sent to policyholders and
stockholders. This report will be sent to others on request.

ASSETS OVER \$160,000,000
Insurance in Force Over \$800,000,000
Paid to Policyholders and Beneficiaries
Over \$110,000,000



HOME OFFICE • DALLAS, TEXAS
DIVISION OFFICE: WASHINGTON, D. C.

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LIFE . ACCIDENT . HEALTH . HOSPITALIZATION . GROUP





Elected to Boards of Magnolia Companies

Henry C. Cortes, left, has been named to the board of directors of the Maanolia Petroleum Company and Paul N. Templeton has been elected to the board of the Magnolia Pipe Line Company. Mr. Cortes will be the executive in charge of Magnolia's research efforts in addition to his duties as assistant manager of the exploration division. Mr. Templeton joined Magnolia in 1925 as a messenger in the company's general offices in Dallas. He was elected secretary of the company in 1948.

New Investment Firm Organized in Dallas

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A new investment trust firm, Southwestern Investors, Inc., has been established with offices in the Fidelity Union Life Building.

The new brokerage firm was organized by Jerome K. Crossman and Dean P. Guerin, both Dallas investment bankers. Mr. Guerin will serve as president and Mr. Crossman will be chairman of the board of directors.

The company has been approved by the Securities Exchange Commission and 479,000 shares of stock to sell at \$10.81 a share has been registered with the commission.

Assets of the company, posted by 21 original investors, total \$210,000. Authorized capital is 4,000,000 shares with a par value of \$1 a share.

Professional investment experts will buy a diversified list of securities with funds placed in the firm by private investors.

An advisory board including Fred F. Florence, Milton F. Brown, D. A. Hulcy, J. L. Latimer, H. N. Mallon and Stanley Marcus, all of Dallas, will assist directors in selecting stocks to be included in the firm's holdings. Directors include Joseph N. Fisher and Ralph B. Rogers.

John W. Turner and William B. Eppler are vice presidents of the new firm. Robert S. Cutherell is secretary-treasurer and Earl A. Tyson is assistant secretarytreasurer.

Council Awards Contract For Oak Lawn Underpass

The Dallas City Council has awarded a \$578,474 contract for the construction of an underpass at Oak Lawn and Harry Hines Boulevard. Trinity Road and Bridge Company won the contract.

The underpass will be built where the two streets intersect at the Rock Island and M-K-T Railroad crossings. The project will eliminate the need of vehicles and pedestrians crossing the two railroad lines. The Council announced that the underpass should be completed by the spring of

The Council also opened bids on paving and installing storm sewers on parts of Betterton, Tenth and Lynn Haven; building a 30-inch and a 24-inch water main from Centerville Road to the elevated water tank under construction near the Casa View addition; building a storm sewer in Hatcher from Central to Leland and Harwood Street lateral; remodeling a building at 2025 Commerce to be used by the Corporation Court until the new city hall is built, and buying 200 automobiles to replace worn city equipment.

The new president of the Dallas Wholesale Credit Managers Association is C. G. McKELLER, credit manager of Medaris Company, Inc.; A. H. SNYDER was named vice president, R. C. RANCIER was elected second vice president and F. C. CARTER was named treasurer.

JAMIESON FILM CO.

SPECIALISTS IN TELEVISION AND INDUSTRIAL FILMS

Among Our Productions Are the Humble Company's

"TEXAS IN REVIEW" and "HITCH YOUR WAGON" for **Dallas Chamber of Commerce**

3825 BRYAN ST.

TE-8158



or savings at Metropolitan. You earn liberal dividends and your account is insured up to \$10,000.

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SAVINGS AND LOAN

Temporary Address: 1519 Commerce Street . Dallas, Texas . RI-5103

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USE OUR NEW BONDED

Warehouse for STORAGE



918 DRAGON

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"64 Years in Dallas"

J. W. LINDSLEY & CO.

Realtors - Insurors

Our 64 years' experience in handling Real Estate in Dallas enables us to give quick and efficient service in filling your needs.

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Elected President

Frank S. Bonno, Sr., a member of the highway committee of the Dallas Chamber of Commerce, has been elected president of the South and East Dallas Chamber of Commerce. Mr. Bonno is a charter member of the suburban chamber. He succeeds Jack M. Reich, who will continue to serve as a director. Other new officers are Oral Jones, Jr., Estes Chancellor and J. A. McDowell, vice presidents; Robert W. Finklea, counsellor; H. C. Chalk, treasurer, and Mrs. Emma Reid, secretary-manager.



End "office cluttering" by installing End "office cluttering" by installing one or two of these roomy, all-steel cabinets. 4 spacious shelves are easily adjustable to give you room for all office supplies and cquipment. Two sizes: 25½" or 18" deep, 36" wide and 78" tall. Durable baked ename! finish. Positive, safe locking mechanism. See our large selection today!

VANCE K. MILLER COMPANY

OFFICE FURNITURE AND SUPPLIES 1916-18 MAIN ST., DALLAS - RA-9091

Retail Branch Opened By Dupli-Voice of Texas

A retail sales outlet for Dupli-Voice of Texas, distributors of dictating and transcribing machines, has been established at 1323 Levee Street.

R. H. Anderson and Pat McElroy, Dallas partners, announced that since August, 1953, their wholesale volume has grown so successfully they felt that a Dallas retail outlet would be well received.

Among the features the partners describe in Dupli-Voice are the "magnetic Eras-O-Matic belt, high fidelity reception, portability, and lack of complicated controls."

Mr. Anderson and Mr. McElroy are sole distributors in Texas for Dupli-Voice.

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Dealership Bought. L. A. Parish has bought the Porter Chevrolet Company, 5526 East Mockingbird Lane. The company is now named the Parish Chevrolet Company. Mr. Parish has operated other dealerships at Sherman and Lone Oak.

Ward's Opens Fifteenth, Ward Drug Stores has opened the company's fifteenth location at 5415 Lovers Lane. The firm has 10 stores in Dallas, one in Grand Prairie, three in Fort Worth and one in

> 2011 Cedar Springs Dallas 1, Texas

J. Y. SCHOONMAKER CO.

Sales Engineering Representatives

J. Y. Schoonmaker . W. R. Hays, Jr. . K. A. Norvell

... 20 years of service to distributors, manufacturers, and laboratories in the expanding electronic industry of the Southwest.



FELIX HARRIS & CO.

RIO GRANDE BLDG., PACIFIC AT FIELD
PR-8228

• FELIX HARRIS • BEN HARRIS • REX HARRIS • BILL CARTER



Kenneth isn't a Libitzer!

He just doesn't have "Continuous Vision"

When your vision is interrupted-when you're forced to adopt unnatural head positions in your effort to see clearly-you don't enjoy "continuous vision." If you'd like to see easily at all distances, see your doctor. His prescription for Continuous Vision Lenses will help you to see youthfullyand look youthful. Let us fill your prescription with the care that insures satisfaction. We offer a wide choice of attractive frames

"The Prescription House for the Eye Physician"

SYLVESTER'S

Dispensing Opticians

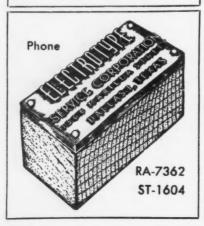
Phone RA-6968

308 Medical Arts Building

Dallas

HINTON & LOCKE, INC. Real Estate Loans

Reserve Loan Life Bldg.
Phone RI-4663





Dallas Aero Gets International Repair Job

An airplane repair job involving three nations was recently received by Dallas Aero Service on Love Field. A DeHavilland Dove D.H. 104, owned by the Altos Hornos de Mexico Company, was seriously damaged when it ran off the end of Monclavo Airport in Coahuila, Mexico, about 600 miles south southwest of Dallas. Repair parts had to be shipped from England. The three nation affair involved 5,000 miles of travel, some 90 days work, and about \$25,000 damages to the \$110,000 plane. Above, a workman is shown with the damaged DeHavilland Dove, which was shipped to Dallas via truck.

Highway Commission Acts On Major Dallas Projects

An awareness of traffic congestion into Dallas on several routes was evidenced by recent action of the State Highway Commission.

The commission approved the final stretch of the expressway on U.S. Highway 80 from near Loop 12 in Dallas to Forney, Kaufman County. (The State Highway Department plans eventually to build east to Van Zandt County.)

The commission ordered plans drawn for a 15-mile expressway stretch from the Dallas County line to McKinney on U.S. 75. This will ease traffic from downtown Dallas through McKinney, Sherman and Denison to the Oklahoma line.

The commission then promised plans soon for highway development between Dallas and Fort Worth. Commission Chairman E. H. Thornton, Jr., described as "horrible" the traffic congestion between Irving and Dallas. He spoke to a Dallas-Irving group who was seeking a better bridge over the Elm Fork of the Trinity River near Irving.

"This bridge will not really provide an answer today, much less five years from now," he told the group. "You need additional facilities to Dallas."

Second Sunnyvale Addition Opens in Oak Cliff

A second section of 87 homes in the Sunnyvale Addition in Oak Cliff has been opened with a public showing of a completely furnished model home at 4605 Colwick.

Several of the 87 homes in the addition were shown to the public on opening day and the model home was kept open through the week.

The first section of Sunnyvale Addition, Sunnyvale at Ann Arbor, consisted of 104 homes. They were built and sold within a six-month period.

Plans for the "California-modern" homes were executed by Vernon S. Smith and James W. Smith, builders and developers, and Thomas A. Russ, Dallas architect.

Each plan provides for a separate breakfast nook in the kitchen, sliding doors on closets, double-hung windows, attached garage, marble chip roofing, forced warm air heating and washable interior rubber-base paints.

Homesites face concrete streets and are served with city utilities. They are located conveniently to schools and shopping centers.

SAFETY **ENGINEER** POINTED OUT

CAUSES ACCIDENTS



What **POLICYHOLDERS** Say

This is one of many testimonial letters received from policyholders of the Texas Employers Insurance Association.

Ask the Texas Employers representative nearest you to show you more of these letters, as proof of what Texas' largest writer of Workmen's Compensation Insurance can do for you.



WE QUOTE FROM A POLICYHOLDER'S LETTER:

"We have today received from you your check for amount of \$1018.28 which represents dividend for 1952. We wish to thank you for this check, which represents quite a substantial saving to us on our insurance.

"We feel that you are partly responsible for our having earned this dividend due to your excellent Accident Prevention Program. Your Safety Engineers have called our attention to several causes of potential accidents, and by our cooperation with them we have reduced our accident loss ratio to a great extent.

"We realize that every dollar saved by prevention of accidents means money back to us, and we certainly appreciate your efforts in this respect. You may rest assured that you will have our one-hundred percent cooperation in your safety programs, and we will continue to do everything in our power to reduce our loss ratio even further."

largest Writer of WORKMEN'S COMPENSATION INSURANCE in Texas

HOMER R. MITCHELL, Chairman of the Board A. F. ALLEN, President

Service Offices: ABILENE . AMARILLO . AUSTIN . BEAUMONT . CORPUS CHRISTI . DALLAS . EL PASO FORT WORTH . FREEPORT . GALVESTON . HARLINGEN . HOUSTON . LUBBOCK . MIDLAND ODESSA . PORT ARTHUR . SAN ANGELO . SAN ANTONIO . SHERMAN . TYLER . WACO . WICHITA FALLS

TEXAS EMPLOYERS INSURANCE ASSOCIATION HOME OFFICE - DALLAS, TEXAS

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H, 1954



The revolutionary new Verifax copying method eliminates retyping, annoying delays in getting copieswill save you time and money every day. And anyone can make copies

-- Copy letters, reports, other records right in your office ... get at least 3 copies from each matrix for less than 4 cents each!

> with the compact, easy-to-operate Verifax Printer, priced right at only \$240, complete. We'll be glad to demonstrate this new Kodak product to you. Give us a ring today!

EASTMAN KODAK STORES, INC.

2012 N. Akard St., Dallas 1, Texas • Phone: Riverside 3148



WILLARD CROTTY INSURANCE

Chartered Property and Casualty Underwriter Thomas Bidg. • Dallas, Texas • Phone RA-8427

NO MATTER YOUR LIFE INSURANCE NEED

there's a Southwestern Life policy to meet your requirements

FAMILY PROTECTION . BUSINESS LIFE INSURANCE GROUP LIFE INSURANCE ANNUITIES • PENSION PLANS

Southwestern Lite

"Let Us Solve Your Current Problems"

COMMERCIAL CONSTRUCTION



INDUSTRIAL REPAIRS

McClure Electric Co.

2633 Swiss Avenue - DALLAS - Phone VIctor 8188



Engineer of the Year

T. Carr Forrest, Jr., has been named Dallas' Engineer of the Year for his outstanding contributions to the field of engineering and community life. Mr. Forrest is president of the National Society of Professional Engineers. He was chief engineer of the Texas Centennial in 1936 and, because of his performance here, was called in as consultant on development of the New York World's Fair.



Represents Harshe-Rotman

Joseph Hughes has been named Dallas representative of Harshe-Rotman, Inc., of Chicago, national public relations firm which recently opened an office in the Dr. Pepper Building on Mockingbird Lane. Mr. Hughes primarily will handle public relations for the Dallas-based Dr. Pepper Company for Harshe-Rotman. Prior to joining the public relations firm he was associated with the Daily Times Herald in the editorial department. A Marine Corps veteran of World War II, Mr. Hughes attended S.M.U. and North Texas State College in Denton. He is a vice president of the Dallas chapter of Sigma Delta Chi, national journalism fraternity.



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John B. Mills, Dallas investment and hotel chain executive has been elected chairman of the board for the Sam Houston Toll Road Corporation. This group plans to construct a \$139,000,000 Dallasto-San Antonio toll road, with construction of the Dallas to Waco portion to start sometime in 1954. Total distance will be 246 miles. Other Dallas officers are Roy W. Smith, director and chief engineer; Roy G. Baker, president and director; J. Edward Johnson, vice president and general counsel and director; A. J. Kutner, Jr., vice president and director and Gus Bowman, secretary-treasurer and director.

Best Motor Lines of Dallas has appointed JOSEPH RODRIGUEZ, SR., as Dallas district sales representative.



DESIGNERS AND MANUFACTURERS OF QUALITY STORE, OFFICE AND BANK FIXTURES SINCE 1922

Show Case & Fixture Manufacturing Co.

You'll be satisfied if it's an Adleta installation

1914 Cedar Springs - Dallas 1, Texas

Phone PRospect 7576



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ARLINGTON

5-2660

COMMISSARY SERVICE COMPANY

Industrial Caterers

Operators of In-Plant Cafeterias, Restaurants and Canteens

> GENERAL OFFICES BUICK-OLDS-PONTIAC ASSEMBLY PLANT ARLINGTON, TEXAS

Use ROGERSNAP Business Forms

for Greater Efficiency and Economy Let our Representative show you how!

TELEPHONE RI-5816

Dallas, Texas

ROGERS PRINTING CO. In The Trinity Industrial District

THE LARGEST HOME OWNED BUSINESS FORMS MANUFACTURER IN NORTH TEXAS

fully-automatic CALCULATORS

CHINE OF AMERICAN BUSINESS

Friden does more automatically SALES • SERVICE • RENTALS NEW FRIDENS PRICED \$400.00 AND UP

Friden Calculating Machine Agency

H. A. MEIERDING, Man Phone Victor 1656

3005 Gaston Avenue - Dallas

- Branchas -

Fort Worth

Wasa

DALLAS . MARCH, 1954

THOSE WIDE---OPEN SPACES ...

gren't so OPEN any more! But there's room to park...and it's EASY TO PARK...at Classified . . . where the service . . . is A LOT RETTER

CLASSIFIED

Parking Systems

BAKER AIR CONDITIONING TEXAS REFRIGERATION & ENGINEERING CO.

158 Express—Dallas—PR-3224

Hudson & Hudson

Industrial and Business Properties Sales, Leases and Management

1225 Mercantile Bank Building PHONE RI-9349-DALLAS

James S. Hudson

Alex D. Hudson, Jr.

Each passing hour we use them. What would life mean, If through neglect, we'd lose them?

Bring Your Prescription For Glasses to us.



Introducing . . .

A NEW SERVICE FOR TEXAS

As the Southwest grows, so grows Dupli-Voice. Now, a Dallas sales and service firm to increase your dictating efficiency.

Featuring:

The magnetic Erase-O-Matic belt with corrected dictation which represents the latest in voice recording.

DUPLI-VOICE OF TEXAS 1323 LEVEE STREET (Trinity Industrial District)

(Trinity Industrial District)



Dr. Pepper Manager

H. S. Kirkpatrick has been appointed general manager of the Dr. Pepper Bottling Company in Dallas. Mr. Kirkpatrick. a former all-Southwest Conference basketball star at Baylor University, previously was manager of the firm's bottling company in San Antonio. G. A. Mc-Corkle, former sales manager of the Dallas plant, has been named assistant manager.

General Foods Corporation has announced the promotions of DICK HAZ-LETT to sales manager of Post Cereals and of PAUL BORLIN to succeed Mr. Hazlett as territory manager for grocery products with General Foods.

JAMES R. STANLEY has been elected vice president and director of the newly-created real estate, mortgage and oil property financing department of Keith Reed and Company, Inc., investment bankers.

Five certified public accountants in the Dallas area have been elected members of the American Institute of Accountants. They are M. H. BASS, FRANK B. EGAN, CLARENCE J. SPANGLER, WILLIAM C. CLYATT and VIRGIL E. MORGAN.

The Texas Bank and Trust Company has named LYNN E. BOWERFIND representative of the bank's commercial and industrial department.

ROSS KELLY has been appointed assistant vice president by the Guardian Savings and Loan Association and BEN-NIE BROILES and ROBERT J. MACON have been named assistant secretaries.



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Mrs. T. E. Braniff, widow of the late founder and president of Braniff International Airways, has been elected a vice president of the company. Mrs. Braniff is a director of the Dallas Child Guidance Clinic, a life member of the Young Women's Christian Association in Dallas and Oklahoma City. She has been active in the work of C.A.R.E. and is a member of Foster Parents for the adoption of war orphans in Europe.



Joins Council Board

R. L. Tayloe, vice president of Sears, Roebuck and Company, has been named a member of the board of directors of the Dallas Citizens Council. He will serve out the unexpired term of the late Tom E. Braniff, founder and president of the Dallas-based airline that bears his name. Also named a member of the businessmen's organization was Charles E. Beard, successor to Mr. Braniff as president of Braniff International Airways.

AL BOHNE has been made purchasing agent for Conso Tool and Engineering Company of Dallas.

DALLAS . MARCH, 1954



who's afraid of the big

HARD SELL?

Some folks seem to have the idea that "Hard Sell" is a bogy man..a refugee from the depression days. They whisper, as though coming events were casting a shiver, "Hard Sell is back!" We say, "He's never been away. He's been a respected and forceful member of the Rogers & Smith family since 1917, directly responsible for the growth of our clients and our agency. We like him."

Our selling experience is at your disposal Telephone RIverside 6044—Dallas



Rogers & Smith Advertising

Established 1917

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Listed and Unlisted Stocks & Bonds **Municipal Bonds**

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DALLAS INION SECURITIES (COMPA

DALLAS, TEXAS

FORT WORTH, TEXAS

502 Dallas National Bank Bldg. TELEPHONE: PL-9021

423 Fort Worth National Bank Bldg. TELEPHONE FD-1248

TELETYPE: DL 390

Members

Midwest Stock Exchange

American Stock Exchange (Associate)

HAVE NEVER PAID



Insured Safety Sound Management Convenient Maximum Return





IN SAVI

1713 COMMERCE STREET, DALLAS



FOR EXPERIENCED SERVICE OF



AIR CONDITIONING

CALL

Matthews Engineering Company

2122 OLIVE STREET . Riverside 5166





Elected D.P.S.A. President

Larry Newman has been elected president of the Dallas Printing Salesmen's Association for 1954. James G. Nichols was named vice president and Jimmy Van Huss, Jr., secretary-treasurer.

Eastman Kodak Company's technical representative for graphic arts for the past six years, RAY ROBERTS, has been advanced to Verifax technical representative with the company.

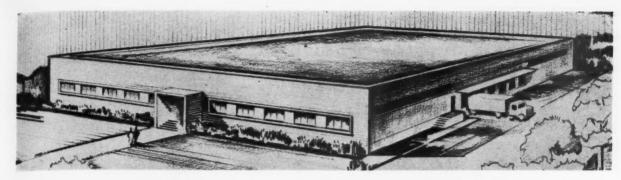
A fitter for eight years in Whiddon's Elm Street store. W. A. MOORE, has been named manager of the new Whiddon's Shoe Store at 326 West Jefferson.

New officers for the Transportation Club of Dallas have been installed. H. W. COOK is president; FRANK E. BACON, vice president; ROY K. HALL, second vice president, and HENRY NELSON, secretary-treasurer.

Winner of the Socrates Award for consistently high standards of newspaper advertising in 1951, 1952 and 1953, JANE TRAHEY, advertising and sales promotion director of Neiman-Marcus Company, has been named regional director of the Dallas Fashion Group.

Two staff members of Clampitt Paper Company have received promotions. EDWARD WINKLER has been named sales promotion manager and GEORGE NELLE was promoted to office manager.

The former assistant editor of Insurance Record magazine, CLAUDE COX, has been named public relations and advertising director for the American Investors Life Insurance Company.



Construction Begins on Brook Hollow's First Building

Construction has begun on National Industries Corporation's new building which will be the first structure in the new Brook Hollow Industrial District in Northwest Dallas four and onehalf miles from downtown. O'Rourke Construction Company has the contract for the 40,000-square-foot building. The masonry and brick-faced building, designed by Clifford K. Williams, Dallas architect, will have landscaped setbacks along 100 feet of Ambassador Drive and along 50 feet of the side street, Dividend Drive. National Industries Corpora-

tion constructs buildings for industrial plants, office use and warehousing facilities on a lease-rental basis in all areas of the nation. National Industries' clients include General Motors Corporation, American Thread Company, Bigelow-Sanford Carpet Company and numerous other nationally known manufacturers. Announcement of the building was made jointly by Joe B. Salmon, Jr., president, National Industries Corporation, and W. C. Windsor, Jr., president, Windsor Properties, Inc., owners of the development.

Former Houston assistant traffic engineer, WINSTON HOWARD CARSTEN has been named the Dallas' traffic engineer. Mr. Carsten was traffic and highway planning engineer for the Washington State Highway Department before going to Houston a year ago.

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New officers installed by the Dallas Cotton Shippers Association are JAMES S. EDMUNDSON, president; EARL H. EDWARDS, vice president, and H. E. VAUGHAN, director. BRUCE JAMES and W. D. HARVEY were retained as board members.

The newly-organized Casa Linda Toastmasters Club has named JOE K. HAYES president, FRED MARTIN, vice president; BILL LOVELACE, secretary; JERRY PINSON, sergeant-at-arms, and T. J. CUNNINGHAM, educational chairman.



Bill Newman



Orion Newman



Larry Newman

beautiful printing by competent craftsmen delivered on time

DALLAS, TEXAS

RAndolph-8168

DALLAS . MARCH, 1954

45

UHLER and CO. Advertising

PAINTED DISPLAYS - SPECTACULARS

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Business and Industrial
Real Estate
Sales—Leases—Loans—Appraisals
HENRY S. MILLER CO.
Realtors

Southland Life Bidg.—Dallas—Phone Ri-9171

FORREST AND COTTON

Consulting Engineers

Praetorian Building

Phone RA-4341

Dallas

RIGGING, ERECTING, HEAVY HAULING

The Right Facilities to Do the Job!

20-ton Northwest Motor Crane with 100-foot boom for hoisting jobs and similar operations....
Winch Trucks equipped with trailers and lowbed trailers to handle movement of all types of machinery.... Hydraulic Fork-Lift Trucks for the efficient and speedy handling of machinery and other equipment.... Small Trucks equipped with Hydraulic Lift Gates for economical and proper loading and unloading.... 100-ton Guy Derrick for dismantling or erecting extremely heavy equipment.... 10-ton Guy Derricks for lighter-weight steel-erection jobs... Portable Elevators, Stacking Machines, A-Frames and other expediters used in conjunction with large operating equipment.

2nd Unit Santa Fe Bldg., "Home of the Santa Fe Bldg. Merchandise Mart"

ESTABLISHED 1875

G. K. Weatherred President C. E. Bradley Vice-President R. M. Waskor Sec'y-Treas.

Dallas Transfe AND TERMINAL WAREHOUSE CO.

2ND UNIT SANTA FE BLDG





Heads Dental Group

Dr. W. C. McCaskill, Jr., has been chosen president-elect of the Dallas County Dental Society. Dr. McCaskill will be installed in May of 1955. Dr. Joe H. Smith was elected vice president to take office this month, with President-Elect Dr. Earle Williams. Dr. O'Neal M. Gray was selected as the association's seventh director.

*

Four Dallas men attended a White House conference on highway safety last month in Washington. President Dwight D. Eisenhower invited D. L. JOHNSON, president of Johnson Brothers Chevrolet Company; B. FELIX HARRIS, member of Greater Dallas Planning Council; L. H. RIDOUT, member of the Citizens Traffic Commission, and W. J. (BILL) HARRIS, city councilman, to attend the conference in Constitution Hall.

*

R. B. Moreland and Company, advertising agency, has announced the addition of MRS. LORENE FLEMING as copy director of radio, television and creative work, and the promotion of BETTY AMYETT to be in charge of traffic, production and publicity for the agency.

*

Southland Life Insurance Company has announced the appointment of WILLIAM H. OSWALT, III, as vice president to direct the company's activities in connection with the construction of the proposed Southland Center, a development similar to New York's Rockefeller Center to be built in the Dallas downtown business district.

*

ROBERT H. FURSTENWERTH has been appointed Southwestern district sales supervisor for Schick Electric Razor, Inc.



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Avery Mays, Dallas building contractor, is the new president of the Methodist Hospital of Dallas board of trustees. He was chairman of the building committee during construction of the hospital's east wing, completed last year. The board also named Roy W. Hill vice president and Dr. Wesley V. Hite, secretary-treasurer. Dr. Robert E. Goodrich, Jr., First Methodist Church pastor, was elected a new board member.



Named Association President

Ross W. Brown, partner in the A. C. Prendergast Company, will be formally installed as president of the Dallas Tuberculosis Association, April 15. He was chairman of the building program which produced the association's new quarters at 3925 Maple, and last year was the group's vice president. Other officers elected for 1954-55 are Charles E. Watson, vice president; Mrs. William L. Crawford, secretary, and Pierre A. Fontaine, treasurer.

DOROTHY SMITH has been appointed manager of the Insurance Club of Dallas.

FINANCING COMMUNITY DEVELOPMENT

with a

Complete Loan Service

REAL ESTATE LOANS

Commercial

Residential

Industrial

- MODERNIZATION LOANS
- PROPERTY MANAGEMENT

T. J. BETTES COMPANY

and BETTES INSURANCE AGENCY

OF DALLAS

1202 Main Street

Building a Greater Dallas

Recent projects include an office building addition for Gulf Insurance Co....Just completed Mary E. Trew Home and constructing teacherage for Buckner Orphans Home....Remodeling home office building for Universal Life & Accident Insurance Co....Completed industrial construction for Lone Star Gas Co. and other important contracts backed by thirty years' experience on major building projects in Greater Dallas.



BUCKNER & PITTMAN

GENERAL CONTRACTORS

3121 North Harwood DALLAS Phone Riverside 1130

DALLAS . MARCH, 1954



Daisy Guinn

By Roy Johnson

FROM the day she was born in Mart, McLennan County, Mrs. Daisy Guinn, newly elected president of the Dallas Toastmistress Club, could never have been accused of being an introvert.

For Mrs. Guinn was heralded into the world with fanfare. She was one of the first set of female twins born in Mart.

From that day on, Mrs. Guinn has been "up to" something. She was graduated from Mart High School after being president of her class and voted the most allaround girl in the school.

After attending Baylor University, Mrs. Guinn wrote a society column for the Mart Daily Herald for eight years with a sprinkling here and there of every type of story a reporter on a small daily newspaper might be called upon to cover.

On the side, Mrs. Guinn solicited advertisements, wrote copy for them and did a bit of general office work on the business side. Later she operated a general fire insurance agency in Mart for three years.

For the past 13 years Mrs. Guinn has functioned as executive secretary of Kiwanis, seven years in Houston before six years with the Kiwanis Club of Dallas.

It didn't take Mrs. Guinn long to find something to do in Dallas. She was a member of the Zonta Club and served on the ways and means committee, working untiringly toward the establishment of the Zonta Community Health and Recreation Center for West Dallas. The center today is owned and maintained by the Zonta Club.

Following the recent tornadoes in Waco and San Angelo Mrs. Guinn devoted much of her time to speaking before local civic and service groups in the interest of the Waco-San Angelo Disaster Fund, to which Dallasites contributed record-breaking sums.

She studied the situation thoroughly, then threw her weight with like conviction into the problem of a library site for Dallas' new library. She spoke tirelessly on the side of the "Friends of the Public Library." Needless to say, Mrs. Guinn and the other "Friends" won their point and the library is being built on the site of the original library at Commerce and Harwood.

These activities helped much in preparing her for the presidency of the Toastmistress Club of Dallas. The club is one of only eight in the state. Dallas has two, San Antonio, two, and Grand Prairie, Wichita Falls, Abilene and El Paso, one each.

The two Dallas clubs and the Grand Prairie club held joint installation ceremonies in Grand Prairie recently and the three clubs will be hostesses at the regional convention to be held in Dallas May 22-23.

In the event housework, Toastmistress and her position with Kiwanis should leave time on her hands, Mrs. Guinn can work with her hobbies which include collecting demitasse cups and saucers and sterling silver spoons, and her favorite pastime, entertaining friends in her apartment.

An avocation, which Mrs. Guinn considers just another hobby but which takes a great deal of time, is selling door-to-door the World Book Encyclopedia. Mrs. Guinn makes calls on prospective customers in the evenings and on Saturdays. Besides giving her additional income, the hobby brings her in contact with more and more people. This she likes, even when some of the people she meets are a bit discourteous to house-to-house salesmen—and saleswomen.

The Toastmistress Club will take more and more of her time now that Mrs. Guinn has taken the reigns. Toastmistress, Mrs. Guinn says, "is a self-improvement club for women — improvement through study and practice in conversation, prepared speaking, group discussion and analytical listening."

The club is a training ground for many women who hold offices in other organizations. It teaches them how to conduct a meeting, to introduce visitors and speakers. Also they learn to give and take criticism.

"You see," Mrs. Guinn explains, "The ultimate goal is to learn to use our language with grace and facility."

And Mrs. Guinn has learned well her lesson on grace and facility in our language.

THE RIGHT PAPER IS THE FOUNDATION TO Good Printing

Every competent printer knows that the Right Paper for the Right Job is one of the first essentials of good printing. In the modern graphic arts field printing know-how and paper know-how go hand-in-hand.

Dallas' position as the leading advertising and graphic arts center of the Southwest is founded on the creative talent and know-how of its advertising men and the wide experience and production ability of fine craftsmen in its many well equipped printing plants.

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CH, 1954

Carpenter Paper Co.
Clampitt Paper Co.
Graham Paper Co.
Olmsted-Kirk Co.
E. C. Palmer & Co.
Southwestern Paper Co.

The position of Dallas as the leading paper trade center of the Southwest is also a vital factor in its graphic arts leadership. The wide variety of stocks in its paper houses—long-time mill contacts and the know-how and experience of Dallas paper men serve to round out the Dallas Graphic Arts Picture.

The final cost of any printing job is determined by the results it produces. The right paper for any job is a major factor in its selling appeal. Dallas paper merchants provide the widest paper selection in the Southwest. Our stocks and experience are at the disposal of the entire Graphic Arts Industry to give Dallas Business the best selling tools to meet modern competition.

N 45 YEARS



GREAT SOUTHERNER WHEN HE CALLS-

he is one of the important men in your community — he brings you protection and peace of mind.

Due and Deferred Premiums in

You in the Southwest today own \$638,955,031 of protection and peace of mind brought to you by your Great Southerner whose company, since its organization in 1909, has -

- paid total benefits to living policy owners and beneficiaries of \$130,049,380the payments made in 1953 were \$7,680,642.
- active insurance in force of \$638,955,031 the increase in 1953 was \$46,874,569.
- acquired total assets of \$145,165,548the increase in 1953 was \$8,968,783.
- set up surplus and contingency reserves of \$13,565,457 the increase in 1953 was \$1,679,159.

STATEMENT OF CONDITION

December 31, 1953

ASSETS

United States Government Bonds\$ 19,153,446	
Municipal and County Bonds	
Public Utility Bonds 6,304,543	
TOTAL BOND HOLDINGS	25,901,928
Preferred and Common Stocks	9,825,379
First Mortgage Loans on Farm and Ranch Properties 13,070,481	
First Mortgage Loans and Bonds on Urban Properties 75,394,226	
TOTAL FIRST MORTGAGE	
REAL ESTATE LOANS	88,464,707
Real Estate Owned	1,521,882
Loans to Policyowners on their	
Policy Reserves	10,466,564
Cash In Banks	5,057,256

Course of Collection 3,305,312 Accrued Interest on Investments, etc. .. 622,520 TOTAL ASSETS

LIABILITIES AND SURPLUS

Funds	He	ld	Ьу	the	Com	pany	for	the	
Acco	unt	of	Po	licyov	vners	and	their		
Bene	ficio	rie	8						

\$ 126,668,992 Present policy obligations and funds accumulated from premium receipts and interest earnings. These dollars, with

future premium and interest, guarantee the payment of all claims as they become due by death or maturity under the policies of life insurance in force at this time.

Funds Reserved for Accrued Expenses and Taxes as they become due and payable Security Valuation Reserve

Funds Set Aside as Additional Protection to Policyowners. (This includes the Company's capital stock of \$5,000,000; unassigned surplus of \$5,000,000; and a contingency reserve of \$3,565,457).....

13.565.457

2.703.824

2.227.275

TOTAL LIABILITIES \$ 145,165,548

GREAT SOUTHERN

Life Insurance Company

Founded 1909

4310 Dunlavy . Houston 6, Texas

DALLAS AGENCY

1504 Kirby Building

P. H. Huffstetler, Manager

Phone: PR-8931

John F. Duke, Jr. Hal A. Gulledge Walter C. Hodges Jerry J. Joyce James M. Lasater

Harlin Morrison, Jr.

James F. Patrick Fred R. Patton Johnny S. Sierra George G. Wells

Don P. Woody

J. A. Childers, Manager, Investment Department 1508 Kirby Building Phone: PR-8941



Promoted by Rating Firm

George A. Giese, Dallas regional manager for Dun and Bradstreet, Inc., has been promoted to regional vice president for that firm and will remain in Dallas. He joined the former R. G. Dun and Company at Austin in 1917, and came to Dallas from Atlanta in 1944 as regional manager. The new vice president was born in Dime Box, Lee County, and from 1924 to 1933 was employed by his firm in San Antonio.

Great National Life Insurance Company's board of directors has named JACOB METZGER a director.



Jas. K. WILSON invites you to meet Bob Moyer of the fourth floor Young Men's Shop. Bob, whom you may remember as a professional baseball player, has recently been appointed assistant manager of this department and is well qualified to serve you. He has been with Jas. K. Wilson for a number of years working during the off baseball season, but now is on the "full time team" in the Young Men's Shop.

Advertisement



Ship Your Sales Story Along With Your Product in Eye-Catching Gaylord Boxes

There are no extra freight charges for shipping a solid sales message on every attractively printed Gaylord box. You profit because your shipping dollars do double duty by promoting your product all along your channels of distribution. With these Gaylord "traveling billboards" you'll regularly reach hundreds of important buyers, sellers and handlers who see your product before it's unpacked.

Sizes, shapes and designs that work to promote your product, as well as to protect it, are an important Gaylord "extra" service... and with Gaylord's quality of materials and workmanship, you can be sure every box is as brawny as it is beautiful.

For information and cooperation, phone your nearby Gaylord office.

Gaylord Container Corporation

GENERAL OFFICES SAINT LOUIS, MO.



SALES OFFICES

DALLAS: 7626 DENTON DRIVE

Phone DIXON 1733

CORRUGATED AND SOLID FIBRE BOXES . FOLDING CARTONS . KRAFT BAGS AND SACKS . KRAFT PAPER AND SPECIALTIES

RCH, 1954

JANITOR SERVICE

WINDOW CLEANING

RESIDENCE

ACME BUILDING MAINTENANCE CO.

1901-15 LAWS STREET

FRANK C. JONES

PHONE RA-7660

SAND BLASTING

STEAM CLEANING

SIDEWALK WASHING

We Serve Dallas with

Custom-Made Snap-Out Forms

SYSTEM FORMS

The Unusual in Printing and Die Cutting
Printing On Acetate

EAGLE PRINTING COMPANY

2644 ELM STREET

DALLAS

PHONE RAndolph 6030

Immediate delivery on your fixtures

Modern unitized store fixtures

we rent fixtures to sales representatives and fair ground exhibitors — Call for further information . . . Also for your convenience see our showroom at

Room 129 • Merchandise Mart



Telephone RI-5260 - RI-6323



Heads Envelope Company

Frank G. Love, Jr., vice president of Hesse Envelope Company for the past three years, has been named president of that company by its board of directors. Mr. Love has been connected with the firm for 16 years. With headquarters in Dallas, the 48-year-old company operates throughout Texas and in parts of Oklahoma, Arkansas and Louisiana.

Garrett and Company has announced the appointment of WILMER L. MOORE as manager of the municipal department.



The Southwest's Most Complete Plate Making Service

1315 YOUNG STREET . PHONE PRospect 0307



Joins Agency Staff

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partment.

CH, 1954

Sidney G. Pietzsch, news director of WFAA for the past seven years, has joined the staff of Witherspoon and Ridings, Inc., Dallas and Fort Worth public relations agency. Mr. Pietzsch is senior account executive in the firm's Dallas office. Before joining WFAA in 1947, Mr. Pietzsch was managing editor of Scene Magazine in Dallas. He won a 1949 national Sigma Delta Chi citation for outstanding radio reporting. He was telegraph editor of the Beaumont Journal from 1939 to 1946, with the exception of World War II service.

MEMBER SOCIETY OF INDUSTRIAL REALTORS

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DALLAS DISTRICT OFFICE

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A BILLION DOLLAR BUSINESS



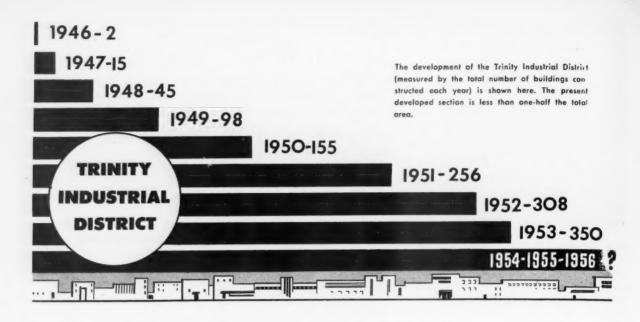
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Call One of These Qualified Dallas Members of

MAIL ADVERTISING SERVICE ASSOCIATION

Annahill Letter Service RI-4174	Holbrook Associates HA-3323
Bekin Mailing Service ST-3942	King Business Letter Service WI-1437
Cloud-Boyette Printing & Letter Service RA-8787	Manley-Baker Service YA-3088
Commercial Printing & Letter Service . RA-8168	Eleanor Miller Office Service PR-8746
Dallas Letter Service	
Dallas Multigraphing Company ST-5851	Cherry Rockett Business Service 7-5571
Gaston Avenue Letter Shop TR-9379	Saling Personalized Letter Service VA-5566
daston Avenue Letter Shop 110-3515	Saming I ersonanzed Detter Service 171-0000

DALLAS . MARCH, 1954



42 More Buildings Added in 1953

to the

TRINITY INDUSTRIAL DISTRICT

About 55 million dollars is now invested in plants and warehouses in the Trinity Industrial District, where eight years ago there was not a single permanent structure.

Several top-flight locations are still available for improvement in the developed area, and new sections are being readied for development.

If you are ready, or nearly ready, for a new warehouse or plant site, we urge you to investigate this eminently convenient District.

For information regarding properties now available in the TRINITY INDUSTRIAL DISTRICT see your real estate agent or ...

INDUSTRIAL PROPERTIES CORPORATION

401 Republic Bank Bldg.

Phone RI-6552



Institute Director

Frank Cuellar, chairman of the board of Cuellar Foods, Inc., Dallas manufacturers of Mexican foods, has been elected a director of the Mexican Foods Institute, an organization of leading foods manufacturers over the nation. The directorship is for a two-year term. Cuellar Foods manufactured at the Dallas plant are sold in 16 states.

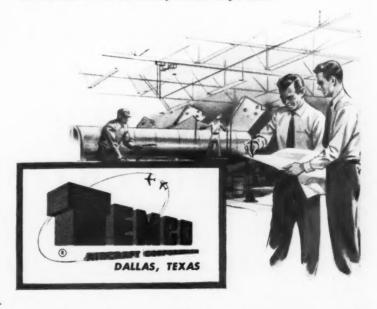
Saladmaster Sales, Inc., has named HARRY E. BOYDEN general sales manager.



TEMCO capabilities ...you can count on

LOW COST PRODUCTION

In step with government plans for greater concentration on strategic air power with an economical budget, TEMCO's increasing production and engineering staffs are approaching every operating and fabricating problem with an extreme cost-consciousness. From design to delivery, TEMCO has pledged its entire management-engineering-production team to help in building the world's most potent airforce... on schedule... at lowest possible cost. A fact of interest to every American taxpayer who wants full value for every dollar expended.



Plants at: DALLAS ... GARLAND, TEXAS ... GREENVILLE, TEXAS

6552

CH, 1954

MCCAPLERS PPHALERS

1004 CAMP STREET

PROSPECT 1363

PROSPECT 7882

YOU CAN LEARN PUBLIC SPEAKING



E. C. HOUSE Director General

PERSONAL

P. O. Box 294

Conquer Fear

Speak Effectively

Build Leadership Ability

OUR MASTER 15 WEEKS COURSE

Could be a wonderful help to you in ...

Speaking Ability • Self-Confidence • Personal Popularity
Earning Power • Ability to Handle People • Better Memory
Improved Human Rolations • Leadership Ability

EFFICIENCY INSTITUTE
A TEXAS INSTITUTION

Phone RA-7309 or TA-9712

Two Mail Deliveries Tested in Dallas

About one-fourth of the Dallas residential mail routes have gone on a trial two delivery per day schedule this month, Postmaster J. Howard Payne has announced.

Residential mail deliveries in the nation were limited to one a day three years ago as an economy measure. Dallas is one of three cities in the nation selected for the test return to two deliveries daily in residential areas. Minneapolis and Indianapolis are the other test cities.

More auxiliary mail carriers have been placed in service during the three-week test period.

Mail now is delivered twice a day in outlying business districts and thrice daily in the downtown area.



152 Commercial Bldg

advertising

Dallas, Texas RAndolph 8261

For COMPLETE
DALLAS COVERAGE

Use POSTER
ADVERTISING

MIDDLETON, INC.

1226 National City Building

DALLAS

Riverside 5242

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RCH, 1954



Republic Board Member

John W. Carpenter, chairman of the board of Southland Life Insurance Company and of the Texas Power and Light Company, has been elected to the board of directors of Republic National Bank.

For MANAGEMENT ENGINEERING service engineered sales story, management survey, organization charting, other management betterment installations, write or phone

NATHE P. BAGBY, Management Consultant DALLAS

Photostats

SOUTHWESTERN BLUE PRINT CO.

BUSINESS & INDUSTRIAL PROPERTIES

LOgan 6609

2700 Cedar Springs

Dallas

Financing the Future of Dallas Southwest

MORTGAGE LOANS

COMMERCIAL AND INDUSTRIAL BUILDING LOANS

RESIDENTIAL, CONVENTIONAL F.H.A. AND G.I.

TO BUY, BUILD FINANCE OR REPAIR

LOANS APPROVED FROM PLANS AND SPECIFICATIONS ON PROPOSED BUILDINGS

SOUTHERN TRUST & MORTGAGE CO.

F M. LOVE, Chairman of the Board RI-5551 AUBREY M. COSTA, President

Inspections and Commitments on Conventional Loans in 24 Hours



APPRAISALS



Over 20 years of successful

REAL ESTATE APPRAISAL SERVICE

For Life Insurance Companies, Eanks, Attorneys, Individuals

H. W. DUNHAM & Associate

Member—American Institute of Real Estate Appraisers, Society of Residential Appraisers, Dallas Real Estate Board

623 Wilson Bldg.

Phone RA-8011

Dictaphone "TIME-MASTER"

Greatest Name in Dictation
Try Dictaphones in Your Office . . . No Cost

FRED L. HAYNES District Manager

2013 N. Akurd RI-611
R. O. LANE J. C. CALDWELL WALTER SYKE

QUE MUCHO?



A big question in any language sometimes. When you have the troublesome question of how Much real estate is worth—get a competent appraiser—just call.

E. H. DAVIS, Realtor

Also Specialize in Real Estate Loans & Sales
706 Southwestern Life Bldg. PRospect 1366

usiness Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those of the firms or individuals, and it is suggested the usual investigation be made in each instance.

Triple-M Products Division, Earl K. Loverud, The Motch and Merryweather Machinery Company, Gates Mills, Ohio, wishes to contact distributors of garden and lawn equipment.

Flares Inc., James Shainfine, 233 North Second, Philadelphia 6, Pennsylvania, wishes sales outlets for its line of Flares Fire-Up, distributed through hardware, sporting goods, auto accessory, service stations and like firms.

James K. Harbinson and Company, Inc., F. W. Pakenham, 701 Seneca, Buffalo, New York, seeks a manufacturer's agent for Texas and Oklahoma to introduce the company's colloidal products for engineering use.

J. L. Evans Supply Company, J. L. Evans, 5930 Comey Avenue, Los Angeles

34, California, needs a jobber-distributor selling to variety, department, hardware and appliance stores to handle an insect repellent candle.

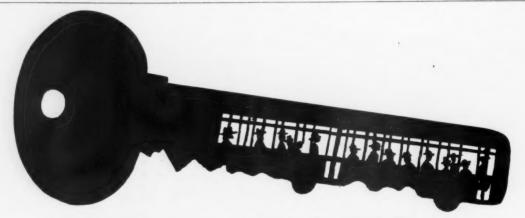
Mills Industries, Inc., A. E. Wilson, 4100 Fullerton Avenue, Chicago 39, Illinois, wishes a representative to handle ice cream, frozen custard and milk shake machines in Dallas and surrounding territory.

Dayton Rogers Manufacturing Company, D. A. Rogers, Minneapolis 7, Minnesota, seeks a representative who has a fair working knowledge of mechanical industrial operations, tool and design work and allied activities.

Chamber of Commerce, Chester K. Sterrett, Industries Department, Portland 4, Oregon, is seeking a representative for a Portland toy and household items manufacturer in the Dallas area.

Spra-Con Company, O. L. Weis, 3600 Elston Avenue, Chicago 18, Illinois, needs sales representation in Dallas for the firm's finishing equipment, including power spray washers, dry-off ovens, flow-coating equipment and conveyors.

Victor C. Buschle, 1202 Kings Highway, Dallas 8, wishes to represent Dallas industrial manufacturers in Alabama and neighboring states.



...to maintaining prosperity for all Dallas

The Dallas Railway bus...key to YOUR prosperity. Why? Because the bus brings more people to the downtown section than any other vehicle...keeps downtown Dallas thriving. And the prosperity of all Dallas depends on downtown prosperity. That's why we say... the bus is the key to maintaining prosperity for all Dallas.



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RCH, 1954

Real Estate Board Adds 86 Members

The Dallas Real Estate Board increased its active membership by 23 per cent during the past year, President L. Storey Stemmons announced.

Of the 107 new members registered in the state, 86 were counted in Dallas. figures compiled by the National Association of Real Estate Boards proved.

Texas ranked third behind California and New York in the number of new members. California counted 530 new members, while New York had 111, four more than Texas.

In addition to the 86 active members joining the board, 23 affiliates joined during 1953, bringing the total number of members to 372 and the total number of affiliates to 115.

In all, 1,725 new members were enrolled in real estate boards throughout the nation in 1953. The national total of active realtors reached 51,403 by year's end.

JOHN PAUL JACKSON, Dallas attorney, has been elected general counsel of Byrd Oil Corporation.



TECHNIPLAN

the modern solution to office arrangement that increases worker efficiency and saves space ... based on time and motion studies. See our display.



THE DORSEY COMPANY DORSEY BUILDING . DALLAS

LUMBER LARGE AND COMPLETE STOCKS

TELLOW PINE, WHITE PINE, FIR, OAK, PLYWOOD

SPECIAL ATTENTION GIVEN TO INDUSTRIAL AND DEFENSE PLANT ORDERS

OLDHAM LUMBER COMPANY

927 South Haskell Avenue

Phone TAylor 5194

sound advertising planning professional art work imaginative typography

the force of advertising depends upon the "little" things

Forceful advertising material develops only through careful attention to all the details which go into its production. Not the least of these is . . . QUALITY PHOTOENGRAVING.



2117 COMMERCE PR-8755 correct paper quality photoengraving fine printing



Truly National in Scope... **Definitely Local in Service**

Fourteen years of satisfied service to diversified Texas business has made R & R the growing choice of far-sighted management. Two Texas offices give advertisers all the advantages of national experience at the local level ... conscientious market research, distribution surveys, local media selection . . . and other advertising services only a big name agency can offer. Inquiries welcomed.

IN TEXAS:

DALLAS: 1511 Bryan St. Tel. Ri-6453 HOUSTON: 662 Gulf Bldg.

Tel. CH-1741

Serving these outstanding clients:

Dr. Pepper . . . The Continental Supply Company...Texas Bank & Trust Co....Texas-Ware and Dallas-Ware, Molded Dinnerware . Joe Franklin Myers Candies, Inc. . . . The Red Arrow Laboratories ... The Houston Post ... Texas State Optical Company ... Eastern States Petroleum Co., Inc.

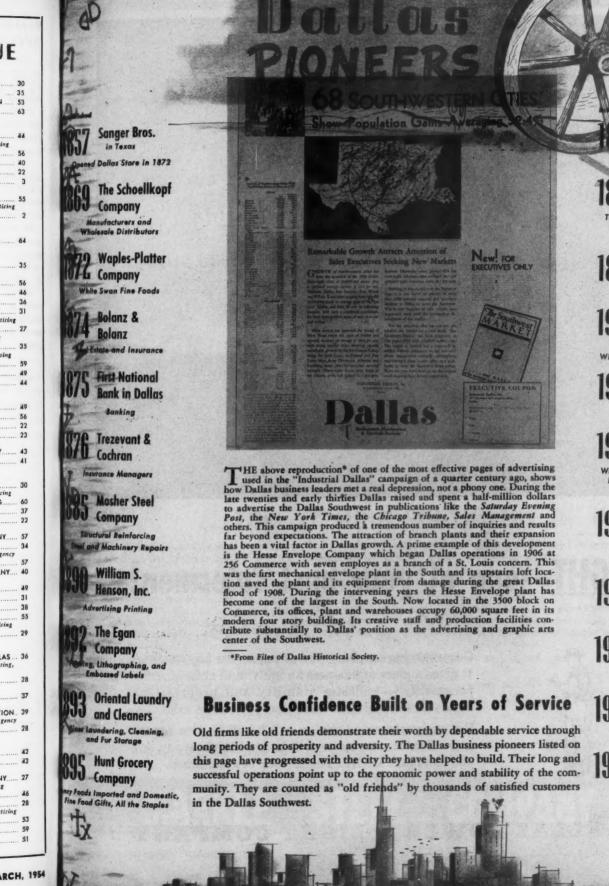
and ... Brown-Forman Whiskies ... Motorola TV and Radio ... Wrigley Gum ... Alligator Rainwear ... Tums ... Arthur Murray Dancing Studios . . . and many, many more: Coordinating all services with our coast-to-

coast (teletype connected) offices in . . . New York . . . Chicago Washington . . . Detroit St. Louis Hollywood . . San Francisco . . . Seattle . . . St. Paul . . . Toronto.

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	H. W. DUNHAM & ASSOCIATE		SOUTHLAND LIFE INSURANCE COMPANY
	DUPLI-VOICE OF TEXAS		Agency—Ira E. Delernett Advertising Agency—Ira E. Delernett Advertision Agency—Ira E. Delernett Advert
	EAGLE PRINTING COMPANY		SOUTHWESTERN LIFE INSURANCE COMPA
	EASTMAN KODAK STORES, INC.		Agency-Crook Advertising Agency
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